



# 2012 Tobacco Media Campaigns Recall/Persuasion Assessment Survey



INSTITUTE OF GOVERNMENT  
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**2012 Tobacco Media Campaigns  
Recall/Persuasion  
Assessment Survey**

Naomi Petrash  
Cindy Bennett

Survey Research Center

Institute of Government

August 2012

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## **Introduction**

The UALR Institute of Government Survey Research Center (SRC) conducted a telephone survey at the request of the Arkansas Department of Health Tobacco Prevention and Cessation Program (ADH TPCP). Primarily, the purpose of this survey was to determine the scope of outreach of the media campaigns funded by Arkansas Department of Health Tobacco Prevention and Cessation Program. In addition, the study assesses the attitudes, behaviors, and beliefs of tobacco users in selected counties across the state.

## **Methodology**

The survey was conducted between June 11, 2012 and July 31, 2012. Two target populations were identified for this study: 1) Adult tobacco users within households located in select Arkansas counties and 2) Tobacco users who registered with the Arkansas Tobacco Quitline between February 1, 2012 and May 31, 2012. General Public tobacco users were randomly selected from all adult tobacco users within a household. Eligible households and respondents were identified by a series of screening questions.

For the general public tobacco group, the study used a dual-frame sample of phone numbers drawn from both a RDD landline databank and a cell phone databank. The sample was purchased from Scientific Telephone Samples. For the Quitline registrant group, the study used a sample of registrants drawn from the registration databases provided by Alere.

With a total of 400 interviews completed with general public adult tobacco users and 509 completed interviews with Arkansas Tobacco Quitline registrants, one can say with 95 percent confidence that the margin of sampling error is  $\pm 5$  percentage points. The Response Rate (RR3) for the general public tobacco users group was 50% and 63% for the Quitline registrants group. The Cooperation Rate for the general public tobacco users group was 68% and 69% for the Quitline registrants group.

## **Data Analysis**

Descriptive data analysis is presented which includes percentage frequency distributions. Percentage frequencies are presented for both the general public tobacco users and Quitline registrants.

## **Summary of Findings**

The typical general public respondent is a white male, high school graduate between 45-54 years of age with a household income over \$25,000. The typical Quitline Registrant respondent is a white female, high school graduate between 45-54 years of age with a household income less than \$25,000.

The typical general public respondent considers their health to be excellent to very good and is most likely to use tobacco daily. The typical Quitline Registrant respondent considers their health to be good to fair and less likely to use tobacco daily.

The typical general public respondent recalls anti-tobacco advertising and recalls seeing the Quitline number in advertising but is not able to recall the specific phone number.

The typical general public respondent is likely to recall seeing anti-tobacco ad campaigns. The Quitline respondent is less likely to recall seeing the ad campaigns.

Both groups recall seeing the ads mostly on television, followed by radio, billboards, magazines, then newspapers. Both groups are very unlikely to recall seeing ads in a movie theatre or on a bus.

Both groups have the highest recall rate for the CDC-Tips from Former Smokers, followed by Piles of Packs ad then the Kevin Goggans ad. Significantly fewer respondents recall the Chris Broadway ad and the Alberta Faye Powell ad. The Happy Family ad had the lowest recall rate for both respondent groups.

Although a minority, one out of five general public respondents have attempted to quit smoking within the past 6 months, have called the Quitline, have asked doctor for help to quit, and has used NRT. Far fewer of these respondents have accessed information on quitting from the internet.

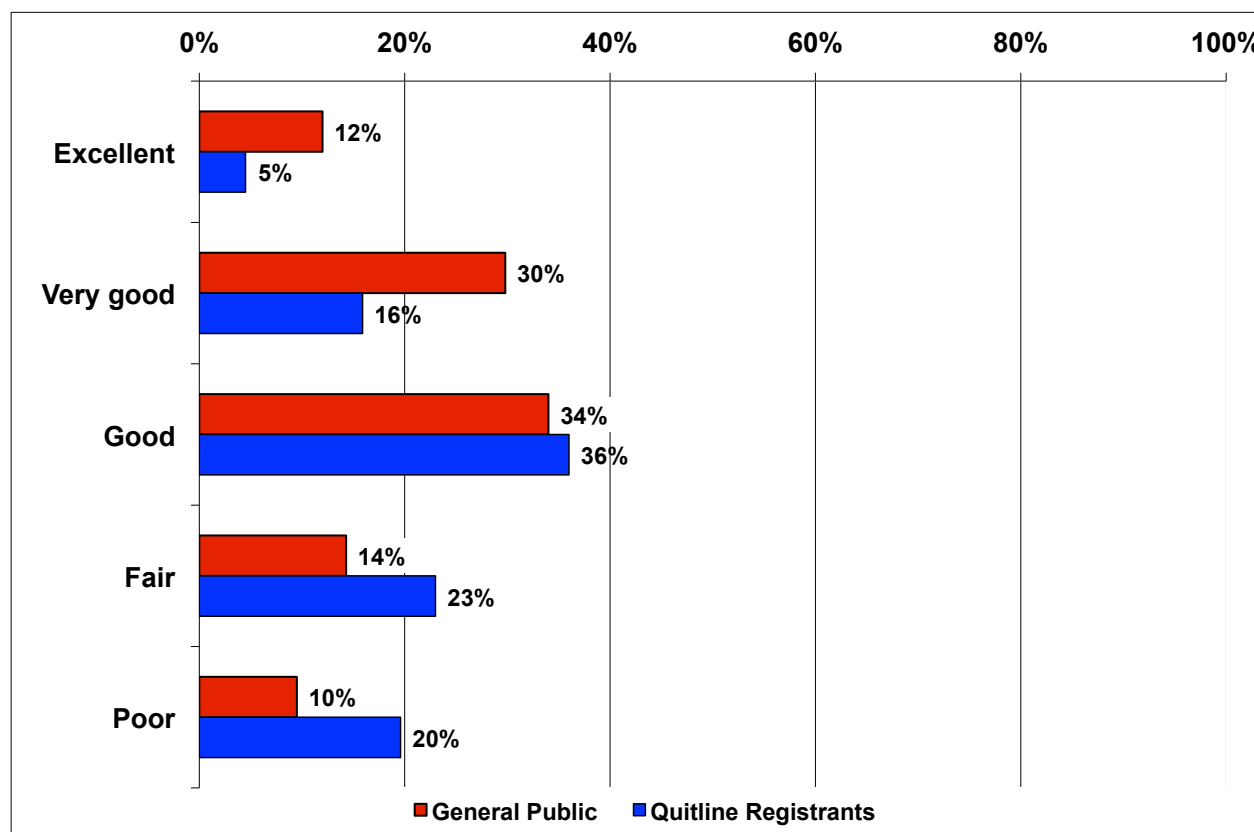


## Would you say that in general your health is . . .

### Key Findings:

With regards to general health, 42% of tobacco users in the general public said they consider their health to be "Excellent" or "Very Good". Twenty-one percent (21%) of Quitline registrants said their health was "Excellent" or "Very Good". These results show a significant difference in the personal views of health between the two tobacco user groups with the Quitline registrants considering themselves not in as good of health compared to the general public tobacco users.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Excellent	12%	5%
Very good	30%	16%
Good	34%	36%
Fair	14%	23%
Poor	10%	20%
Total	100%	100%

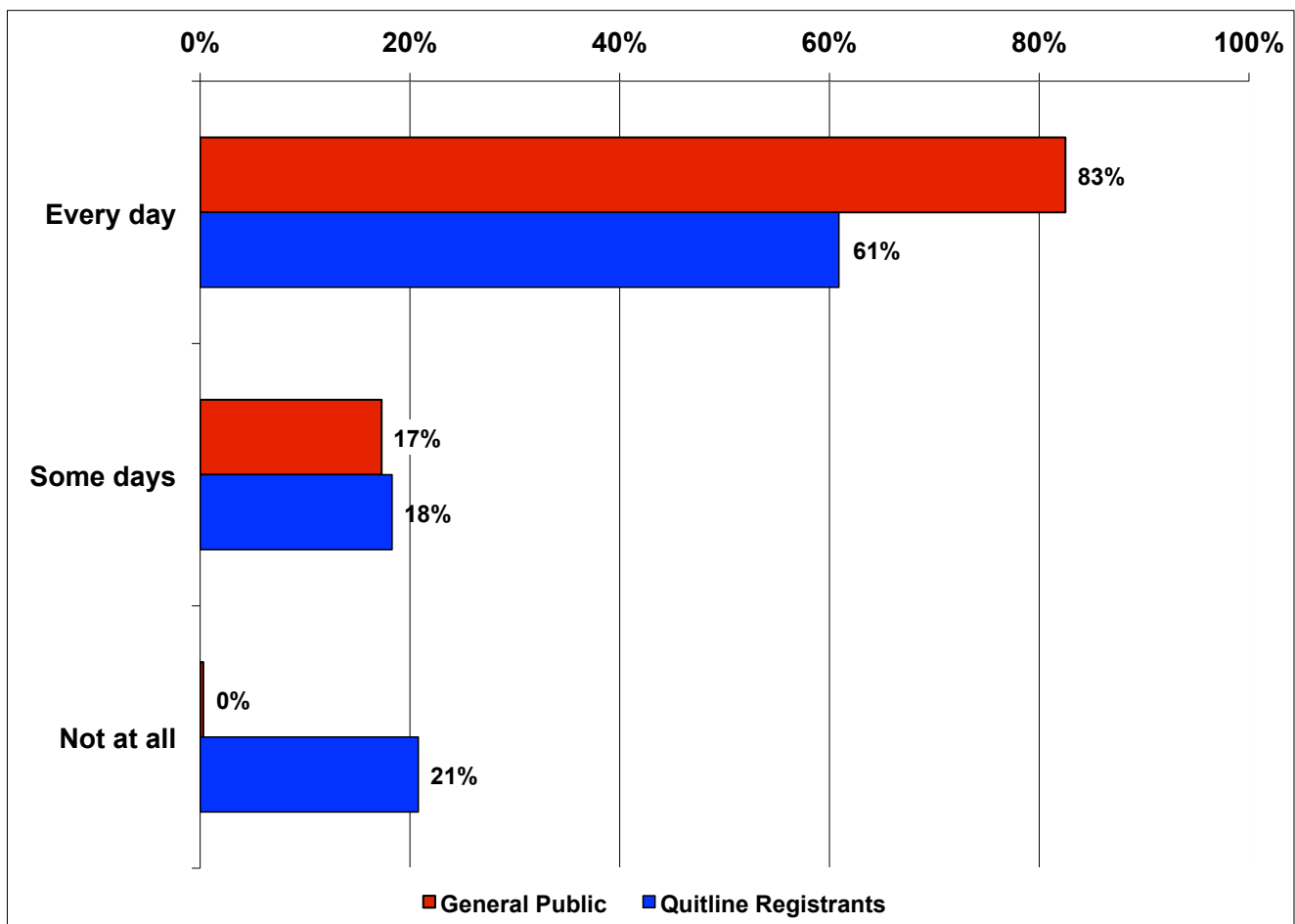


***Do you now smoke cigarettes, cigars, cigarillos, or use other tobacco products . . .***

**Key Findings:**

When respondents were asked about their current tobacco use status, the majority (83%) of tobacco users in the general public said that they use tobacco "Every day". A significantly lower percentage of Quitline registrants said the same, with 61% stating they use tobacco daily.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Every day	83%	61%
Some days	17%	18%
Not at all	0%	21%
Don't know/Refused	0%	0%
Total	100%	100%



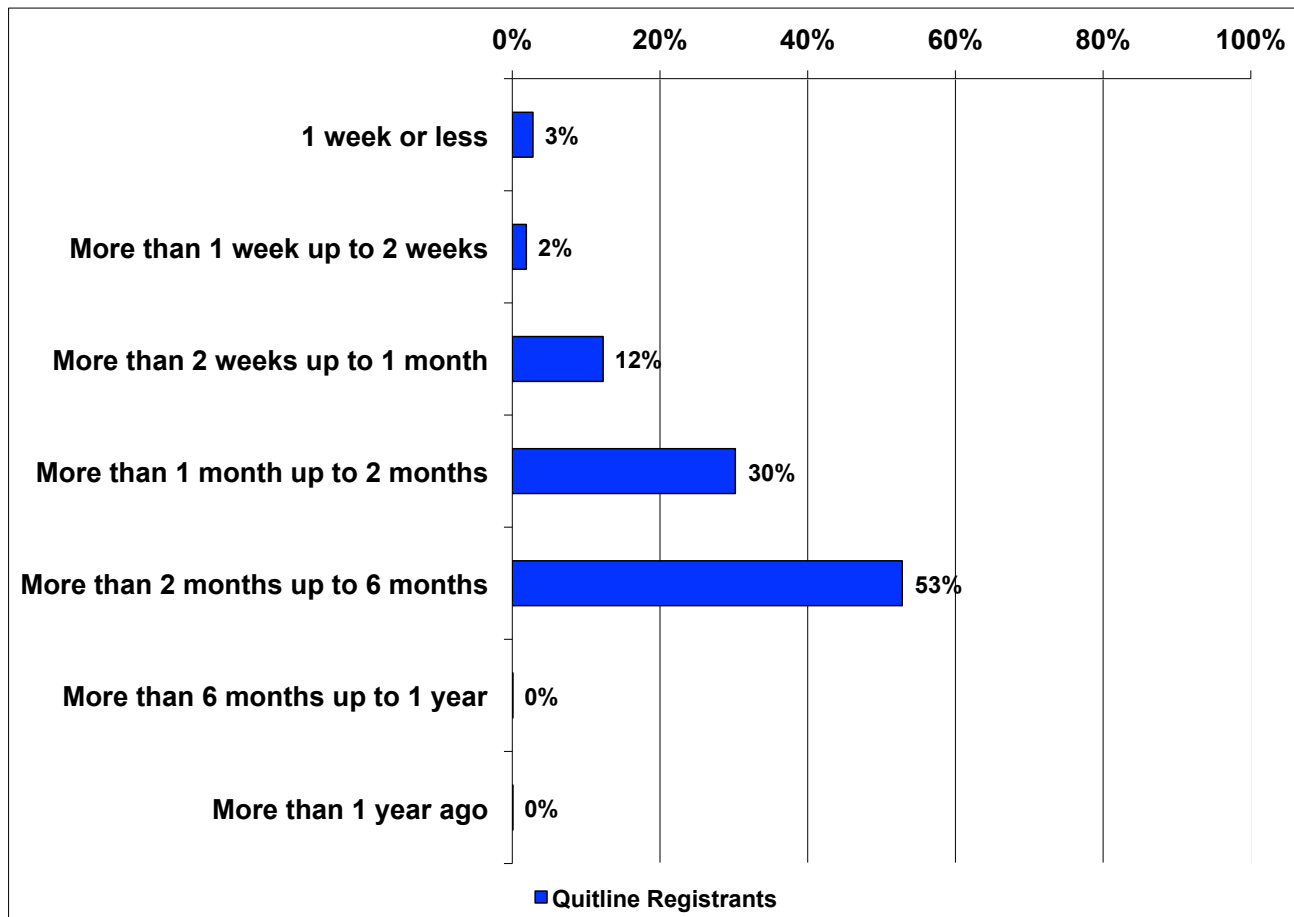
***About how long has it been since you last smoked cigarettes or used any other tobacco products regularly?***

**Key Findings:**

Slightly over one-half (53%) of Quitline registrants said that the last time they used tobacco was between two and six months ago.

n = 106

Response	General Public Percent	Quitline Registrants Percent
1 week or less	N/A	3%
More than 1 week up to 2 weeks	N/A	2%
More than 2 weeks up to 1 month	N/A	12%
More than 1 month up to 2 months	N/A	30%
More than 2 months up to 6 months	N/A	53%
More than 6 months up to 1 year	N/A	0%
More than 1 year ago	N/A	0%
Don't know/Refused	N/A	0%
Total	N/A	100%



**[Quitline Registrants Only]** Our records show that you called and enrolled with the Arkansas Tobacco Quitline for services in [MONTH] of [YEAR] to help you quit tobacco. Can you please tell me what things motivated you to make your call to the Quitline?

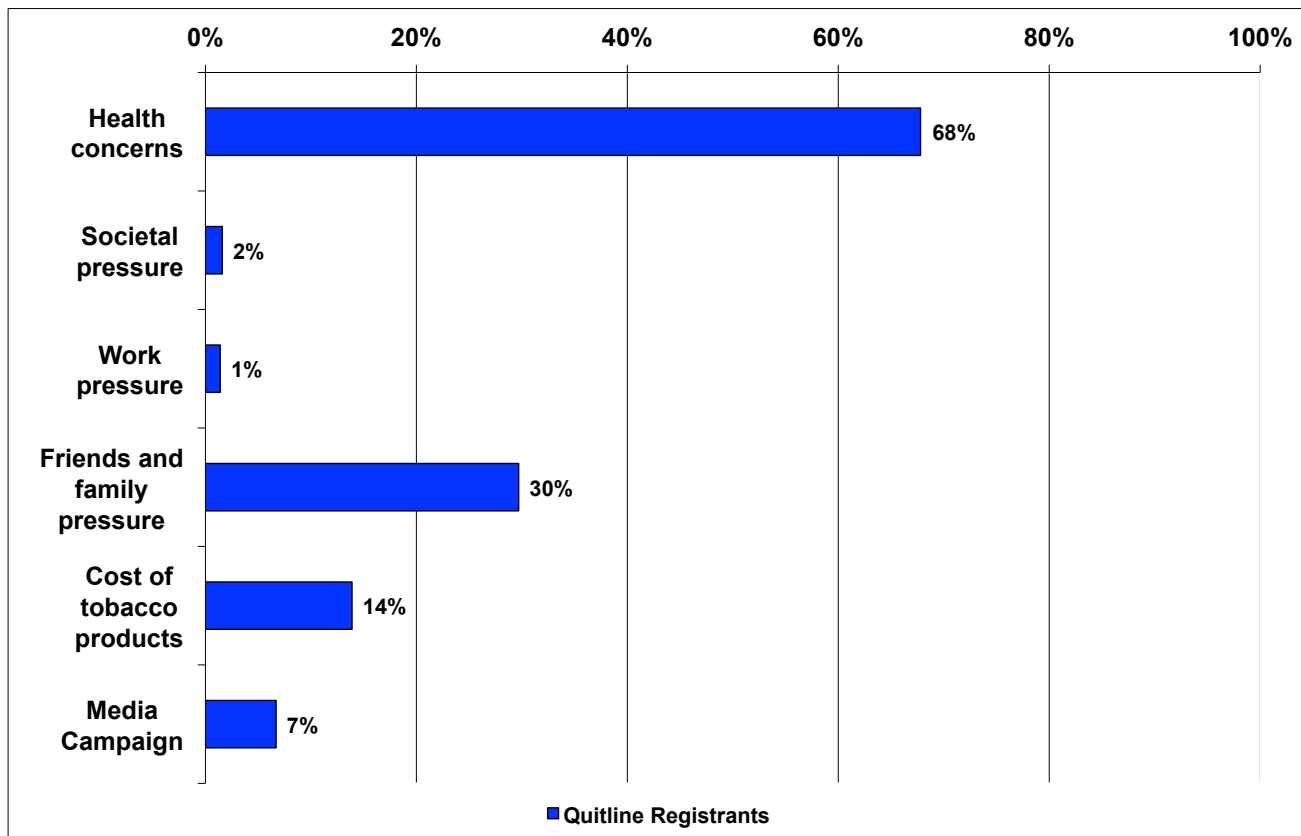
#### Key Findings:

Close to 7 out of 10 (68%) of Quitline registrants said that various health concerns were their main motivation for calling the Quitline for services.

(Multiple Responses)

n = 509

Response	General Public Percent	Quitline Registrants Percent
Health concerns	N/A	68%
Societal pressure	N/A	2%
Work pressure	N/A	1%
Friends and family pressure	N/A	30%
Cost of tobacco products	N/A	14%
Media Campaign	N/A	7%
Other	N/A	7%
Don't know/Refused	N/A	2%





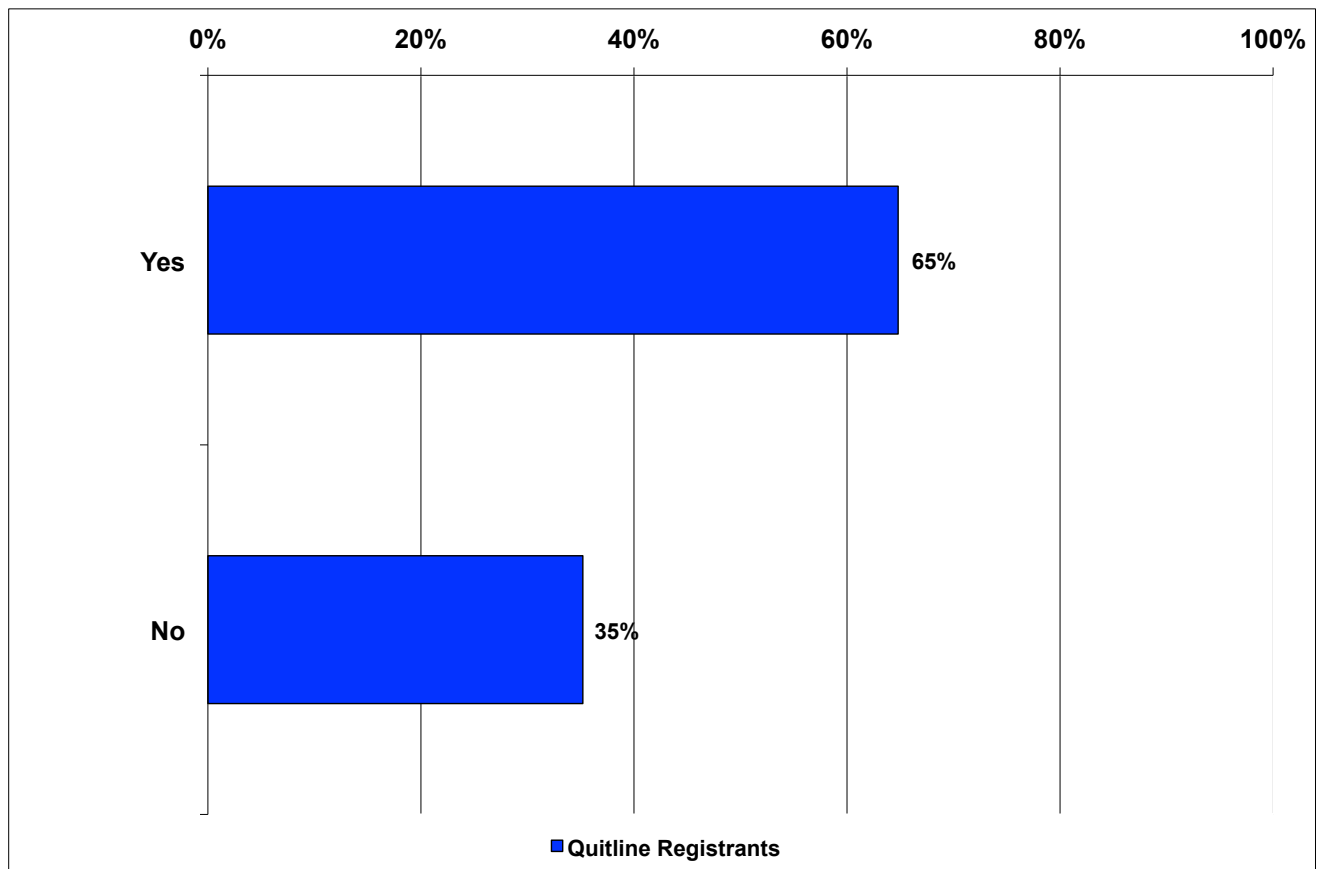
***[Quitline Registrants Only] And have you seen or heard anything recently about the effects of tobacco use on health?***

**Key Findings:**

Registrants to the Quitline were asked if they had recently seen or heard anything about the effects of tobacco use on health. Approximately 6 out of 10 (65%) respondents said they remembered seeing or hearing something related to this topic recently.

n = 509

Response	General Public Percent	Quitline Registrants Percent
Yes	N/A	65%
No	N/A	35%
Don't know/Refused	N/A	0%
Total	N/A	100%



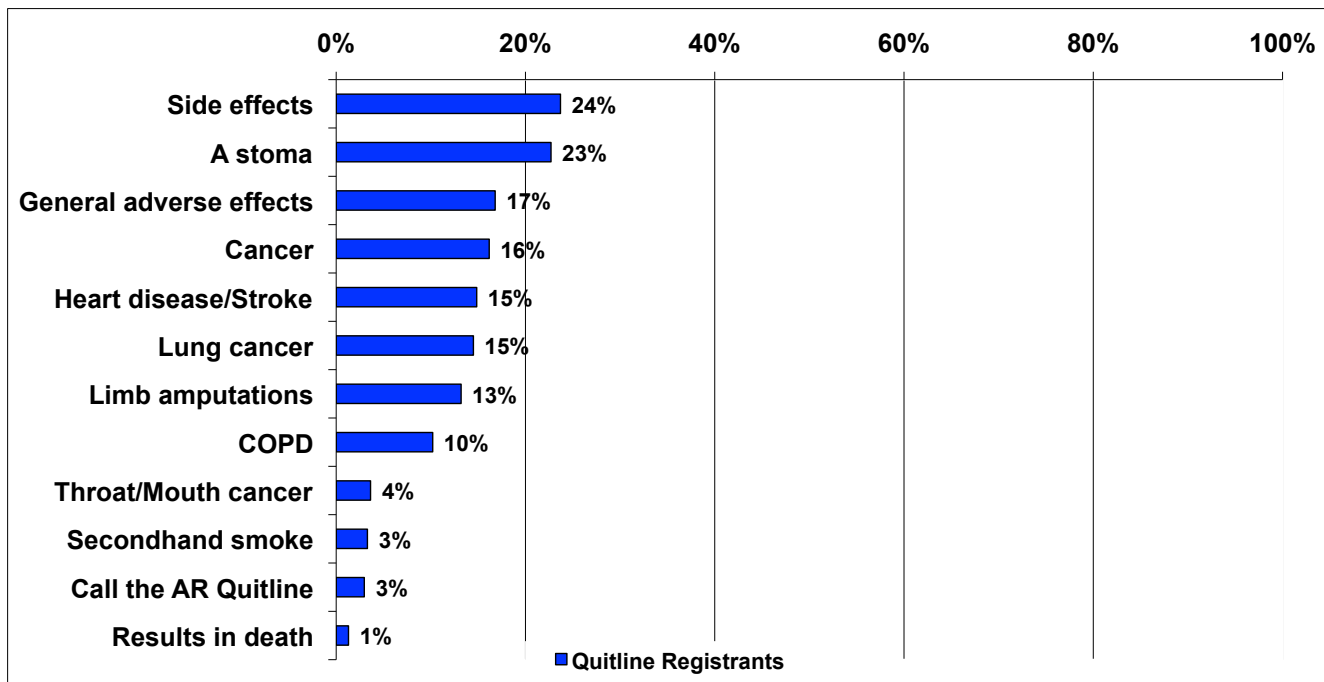
**[Quitline Registrants Only] Can you tell me what it was?**

**Key Findings:**

Those Quitline registrants that recalled hearing or seeing something related to the effects of tobacco use on health were then asked about what they saw or heard. These responses were mixed with regards to the particular negative impact of tobacco use but most responses were related to the host of side effects and major health consequences that are caused by tobacco use.

**(Multiple Responses)** n = 330

<b>Response</b>	<b>General Public Percent</b>	<b>Quitline Registrants Percent</b>
Can cause minor health problems/Side effects	N/A	24%
Can cause a stoma	N/A	23%
General ads against tobacco/Adverse effects	N/A	17%
Can cause cancer	N/A	16%
Can cause heart disease/Heart attacks/Strokes	N/A	15%
Can cause lung cancer	N/A	15%
Can cause limb amputations	N/A	13%
Can cause COPD/Emphysema	N/A	10%
Can cause throat/mouth cancer	N/A	4%
Secondhand smoke	N/A	3%
Call the AR Quitline for quit assistance	N/A	3%
Can kill you	N/A	1%
Don't know/Refused	N/A	8%

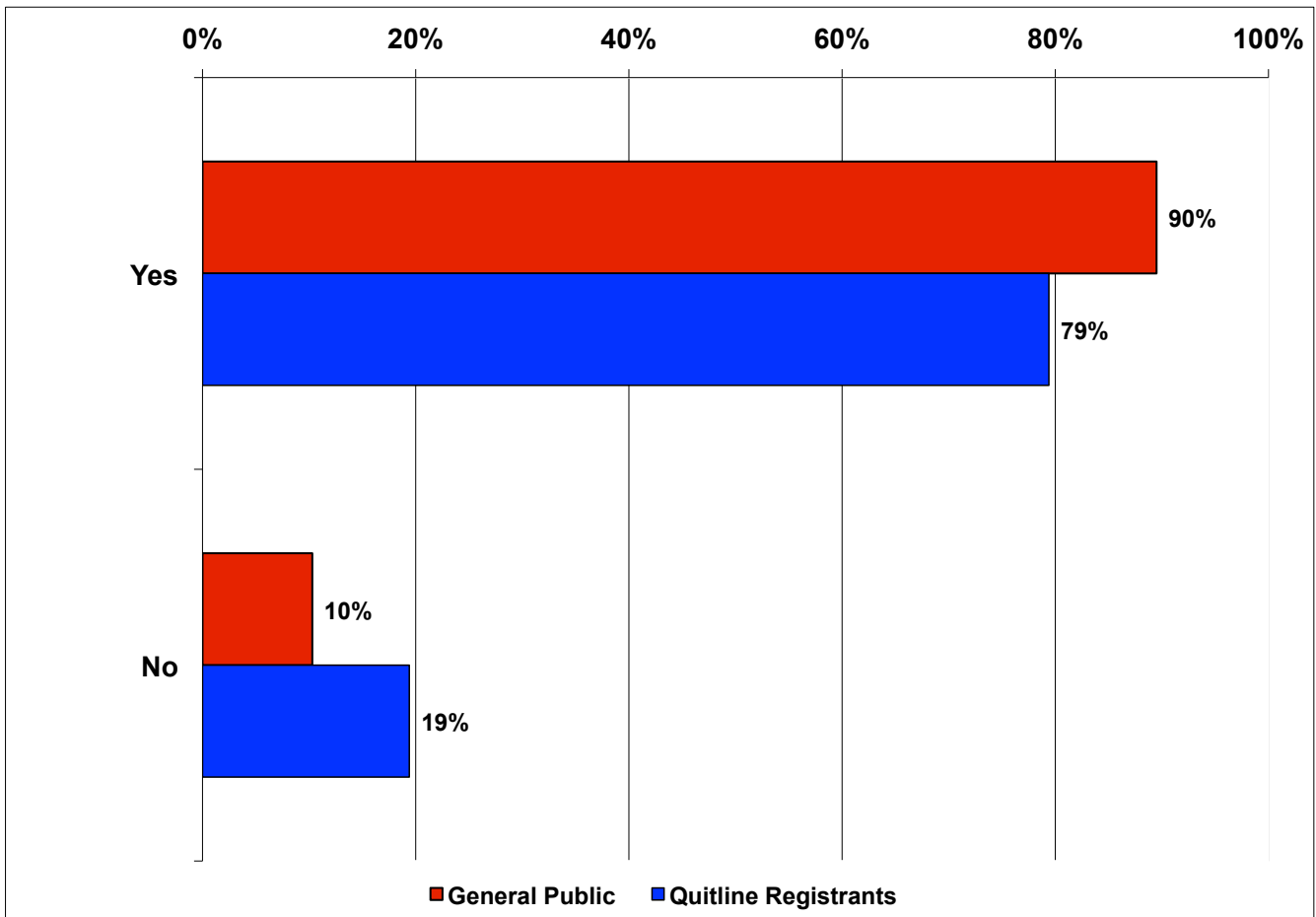


***During the past three months, have you seen or heard any advertising campaigns on the TV, radio, in the newspaper, or anywhere else encouraging people to do things to improve their health?***

**Key Findings:**

Significantly more general tobacco users (90%) reported seeing or hearing advertising campaigns in the past three months encouraging people to improve their health. Only 79% of the Quitline group indicated they had viewed ad campaigns.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	90%	79%
No	10%	19%
Don't know/Refused	0%	2%
Total	100%	100%



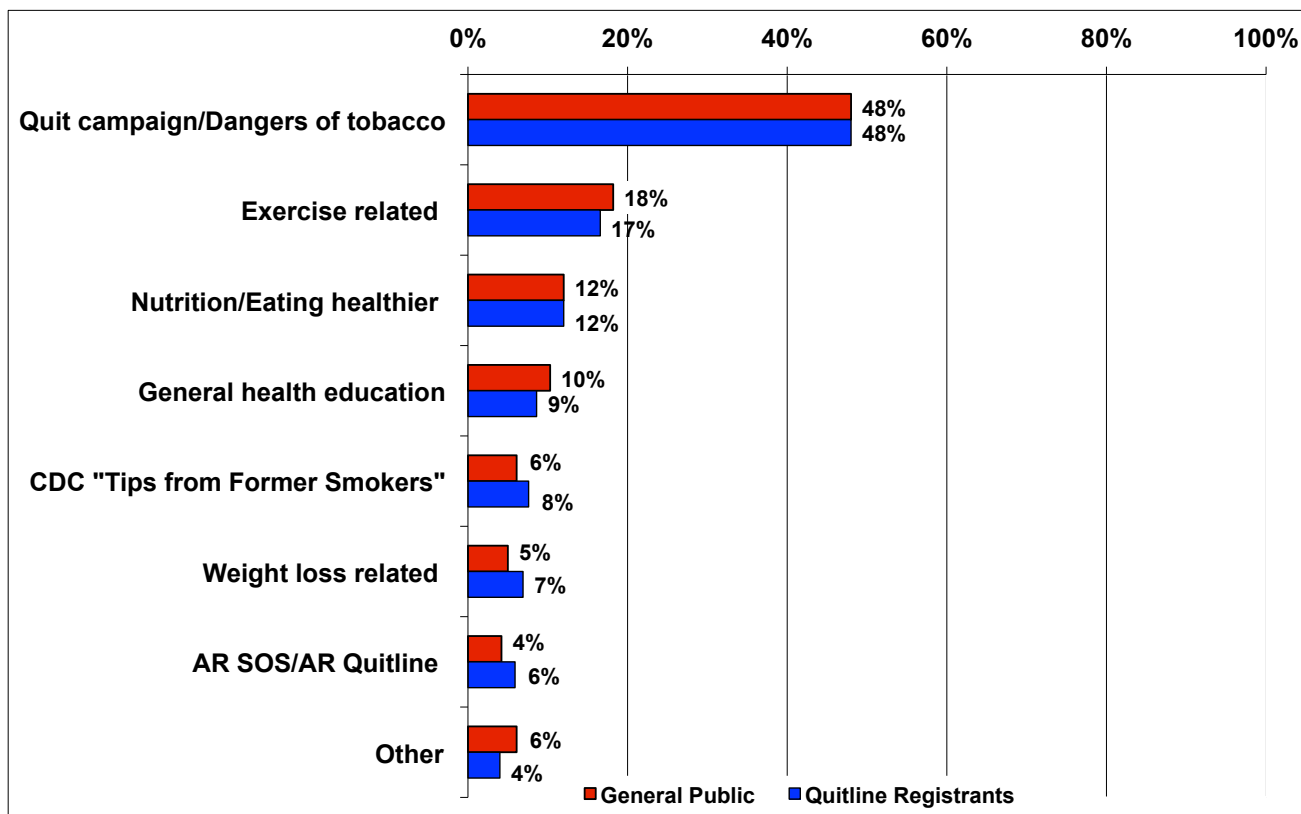
## What were the advertisements you remember?

### Key Findings:

Of those respondents who recalled seeing or hearing advertisements in the past three months, close to one-half (48%) of both the general public and Quitline registrants said these advertisements were related to the dangers of using tobacco or ads encouraging people to quit smoking.

*(Multiple Responses)*

	n = 358	n = 404
Response	General Public Percent	Quitline Registrants Percent
Quit smoking/Dangers of smoking tobacco	48%	48%
Exercise related ads	18%	17%
Nutrition/Eating healthier ads	12%	12%
General health education ads	10%	9%
CDC "Tips from Former Smokers" ad campaign	6%	8%
Weight loss related ads	5%	7%
AR SOS ad campaign/AR Quitline ads	4%	6%
Other	6%	4%
Don't know/Refused	20%	18%



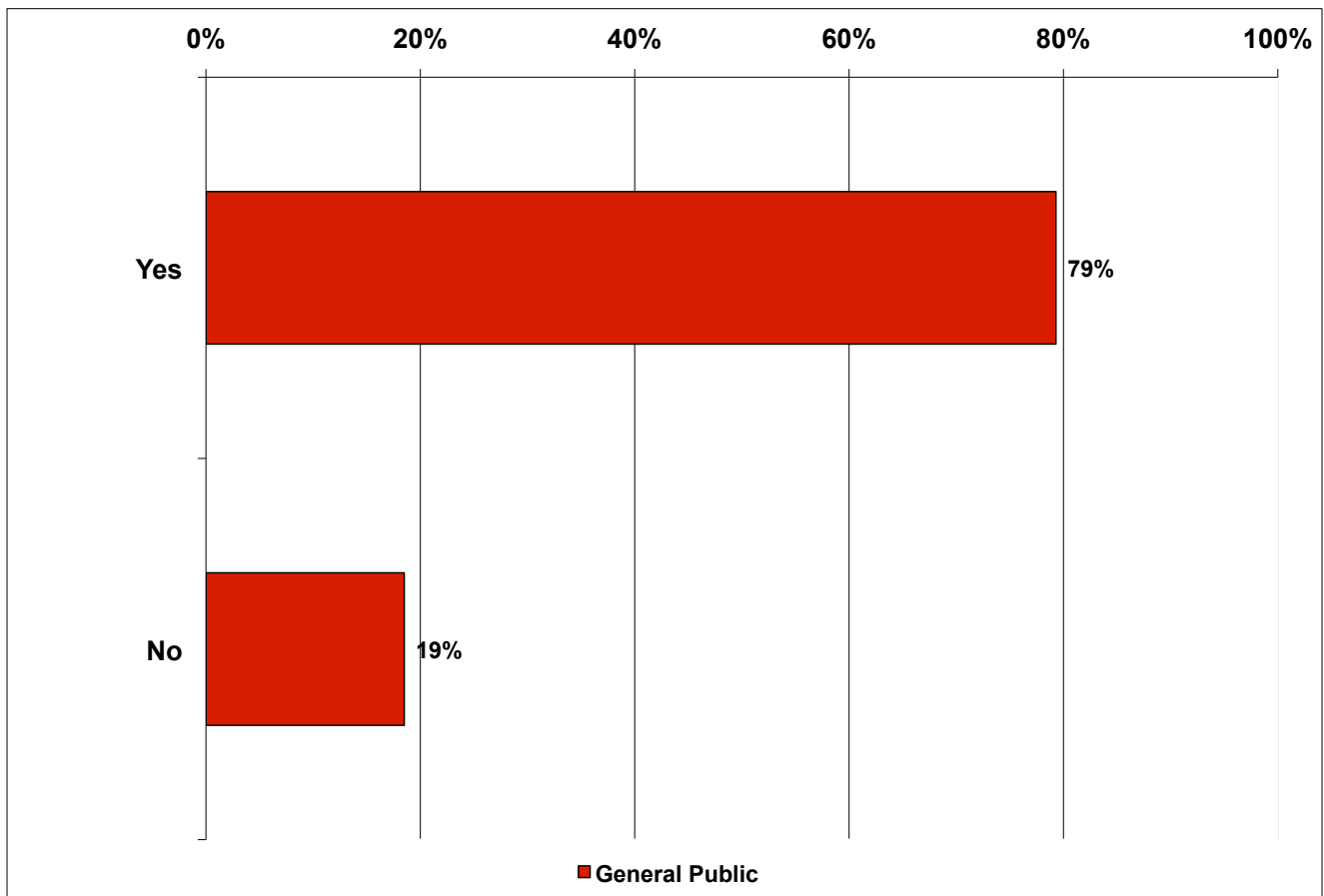
**[General Public Only]** During the past three months, have you seen or heard of a 1-800 number on TV, radio, or elsewhere that someone can call to get information about quitting tobacco?

**Key Findings:**

Tobacco users in the general public were asked if they remember seeing or hearing of a 1-800 number in the past three months. Close to 8 out of 10 (79%) of those surveyed said they did remember seeing or hearing about a number one can call to get information about quitting tobacco.

n = 400

Response	General Public Percent	Quitline Registrants Percent
Yes	79%	N/A
No	19%	N/A
Don't know/Refused	2%	N/A
Total	100%	N/A



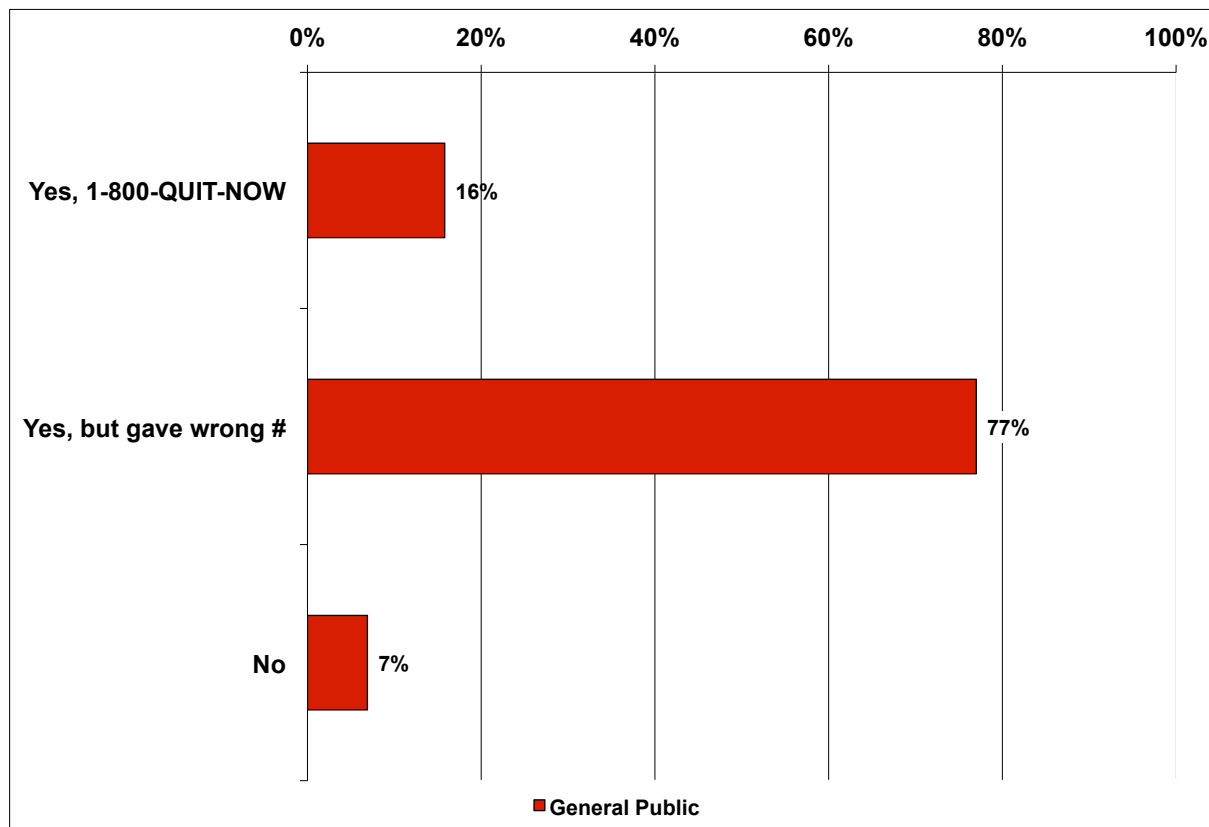
**[General Public Only] Do you remember that phone number?**  
 (1-800-QUITNOW or 1-800-NOWQUIT or 1-800-784-8669)

**Key Findings:**

The majority (93%) of tobacco users in the general public said that they remember the specific 1-800 number that one can call for assistance in quitting smoking. However, close to 8 out of 10 (77%) of these respondents gave an incorrect variation of the 1-800 number.

n = 317

Response	General Public Percent	Quitline Registrants Percent
Yes, 1-800-QUIT-NOW	16%	N/A
Yes, but gave wrong #	77%	N/A
No	7%	N/A
Don't know/Refused	0%	N/A
Total	100%	N/A



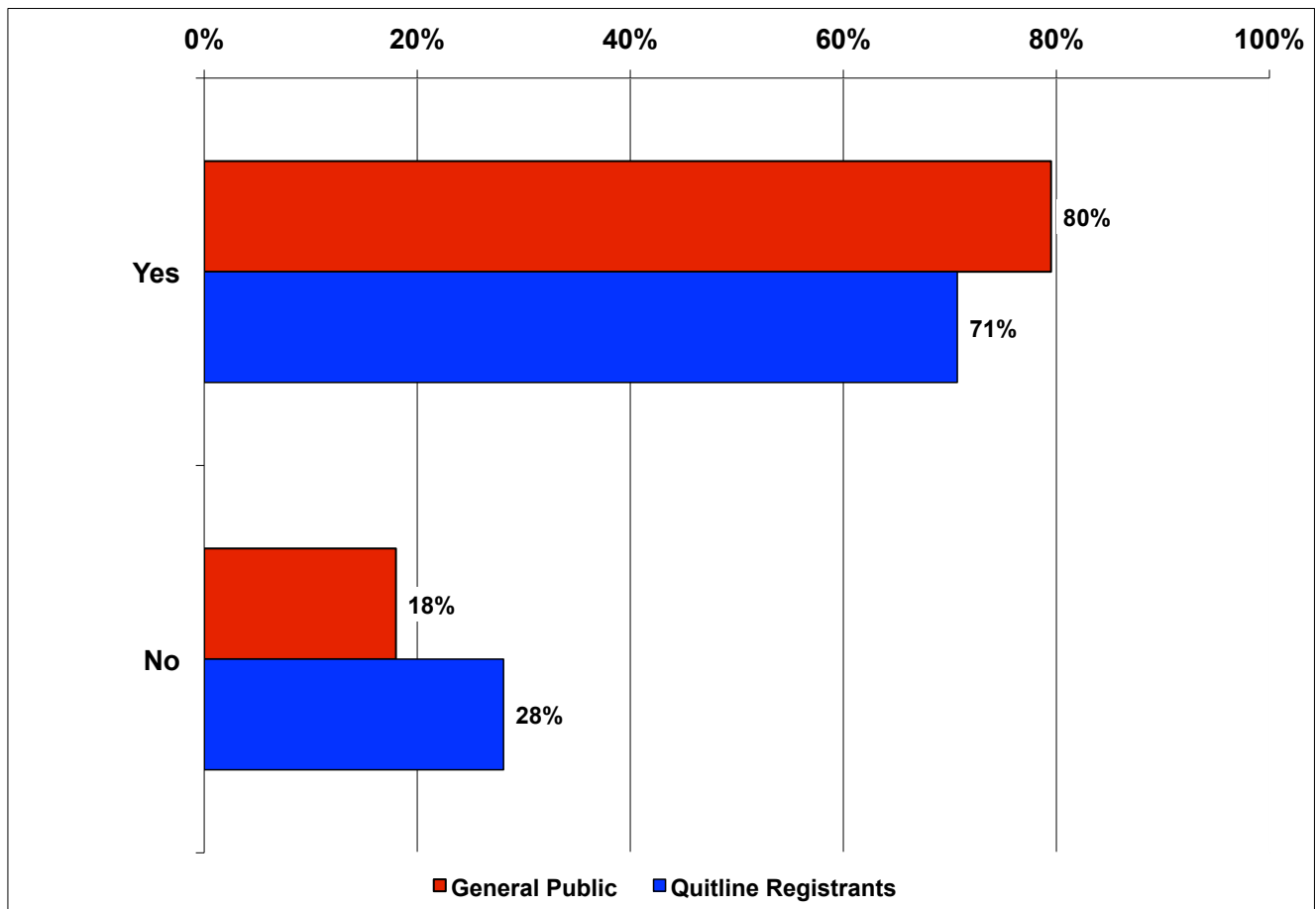


***In the last three months, have you seen or heard any health advertising or announcements against tobacco use?***

**Key Findings:**

The results show there was a significant difference in the responses between the two groups. Significantly more (80%) of the tobacco users in the general public said they remember announcements of this kind; a difference of nine percentage points between the general public and Quitline registrants (71%).

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	80%	71%
No	18%	28%
Don't know/Refused	2%	1%
Total	100%	100%

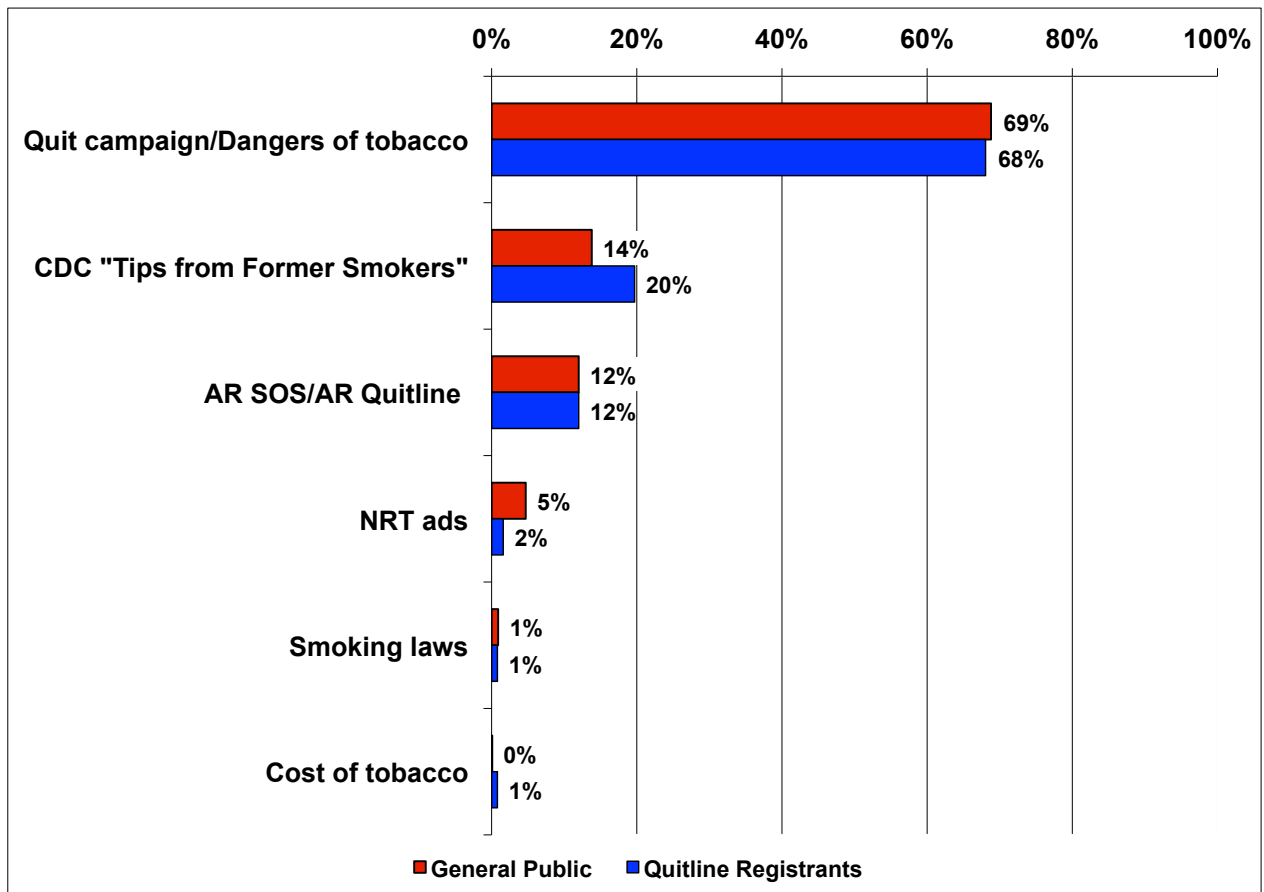


## What was the advertising campaign about?

### Key Findings:

Of those surveyed that recalled announcements against tobacco use, close to 7 out of 10 (68%-69%) respondents from both groups said the advertising campaign was about quitting smoking and general advertisements about the dangers of smoking or using tobacco.

<i>(Multiple Responses)</i>		n = 318	n = 360
Response	General Public Percent	Quitline Registrants Percent	
Quit smoking/Dangers of smoking tobacco	69%	68%	
CDC "Tips from Former Smokers" ad campaign	14%	20%	
AR SOS ad campaign/AR Quitline ads	12%	12%	
Nicotine replacement therapy ads	5%	2%	
General information about smoking laws	1%	1%	
Cost of tobacco products	0%	1%	
Don't know/Refused	17%	8%	

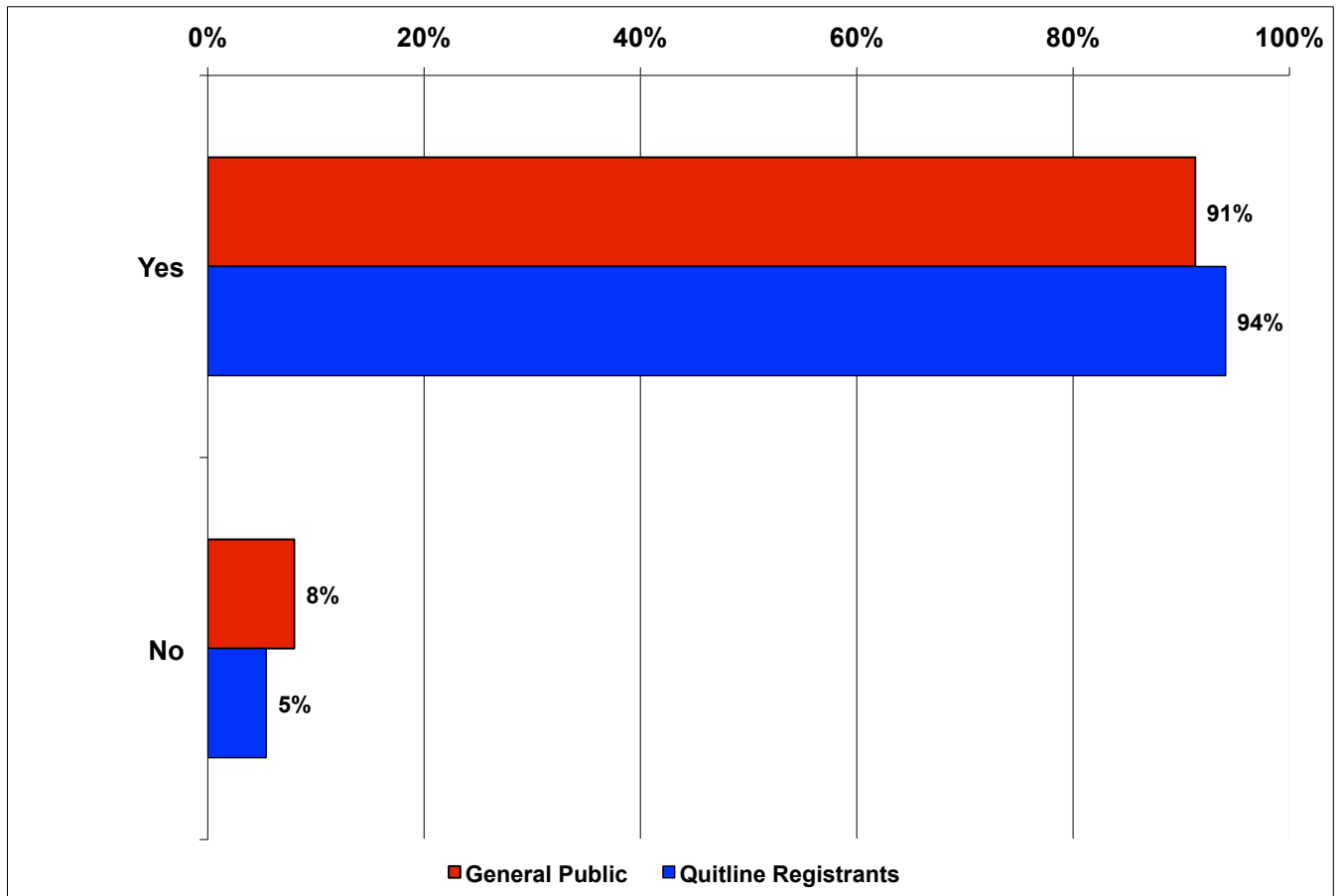


## Thinking about when you saw, read, or heard this advertising, was it on television?

### Key Findings:

Of all the media sources used for advertising, television was the most popular way that respondents saw or heard announcements against tobacco use. The majority of tobacco users in the general public and those quitline registrants (91% and 94% respectively) said they saw the advertising this way.

	n = 389	n = 444
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	91%	94%
No	8%	5%
Don't know/Refused	1%	1%
Total	100%	100%

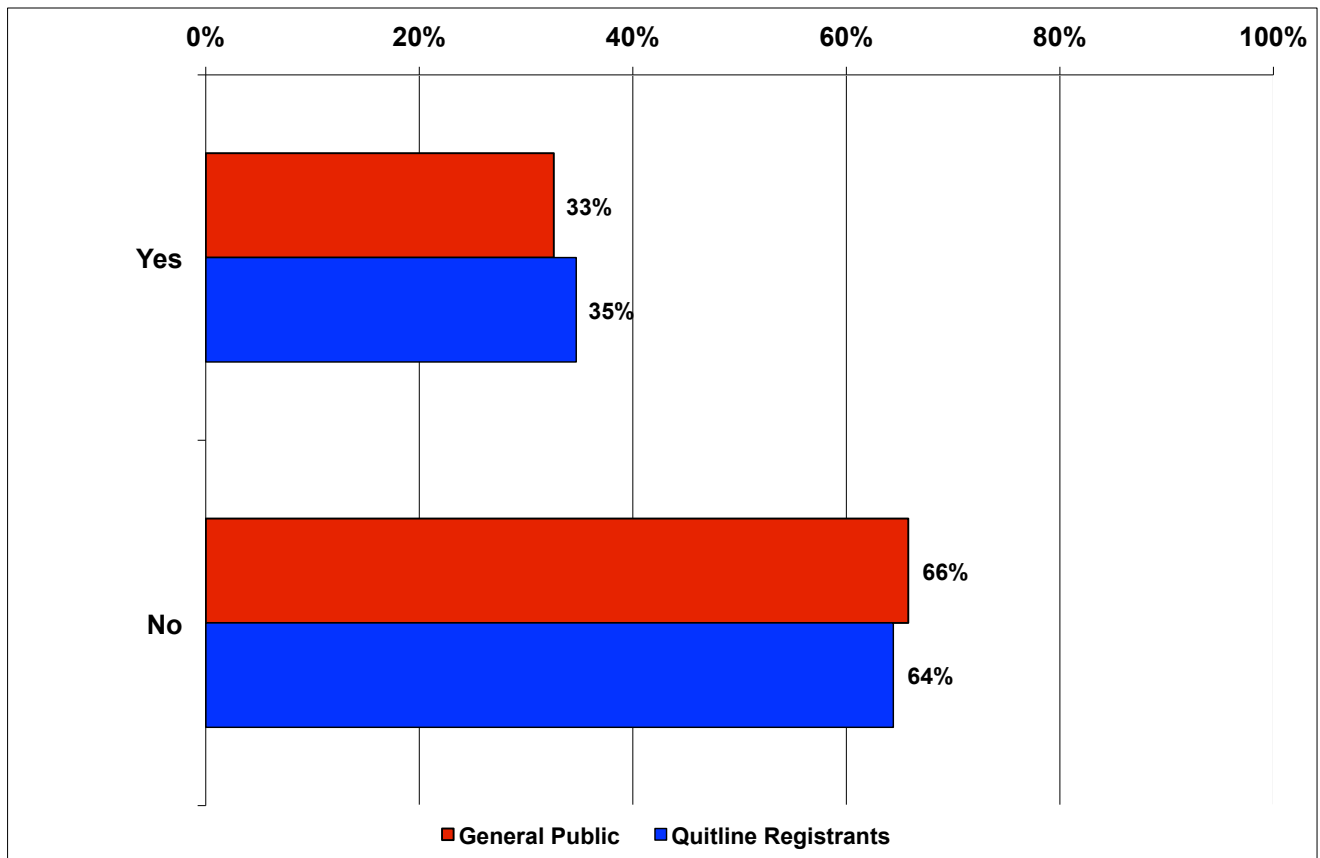


***Thinking about when you saw, read, or heard this advertising, was it on the radio?***

**Key Findings:**

Slightly more than 3 out of 10 of respondents in both the general public and those that registered for the Quitline said they heard this advertising on the radio.

	n = 389	n = 444
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	33%	35%
No	66%	64%
Don't know/Refused	1%	1%
Total	100%	100%

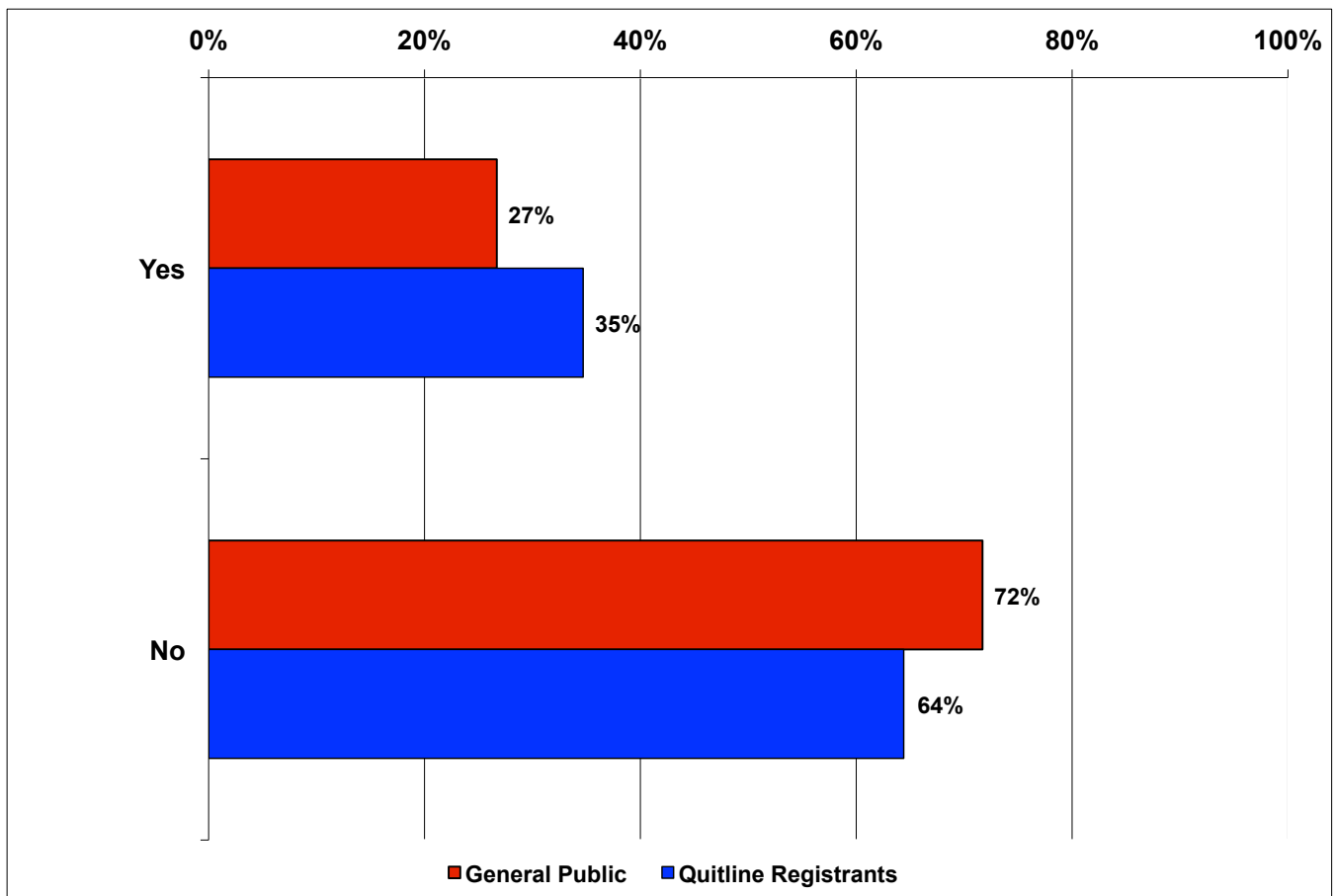


***Thinking about when you saw, read, or heard this advertising, was it on billboards?***

**Key Findings:**

Seventy-two percent (72%) of tobacco users in the general public and 64% of Quitline registrants said they do not recall seeing any advertisements against tobacco use on billboards in the past three months.

	n = 389	n = 444
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	27%	35%
No	72%	64%
Don't know/Refused	1%	1%
Total	100%	100%

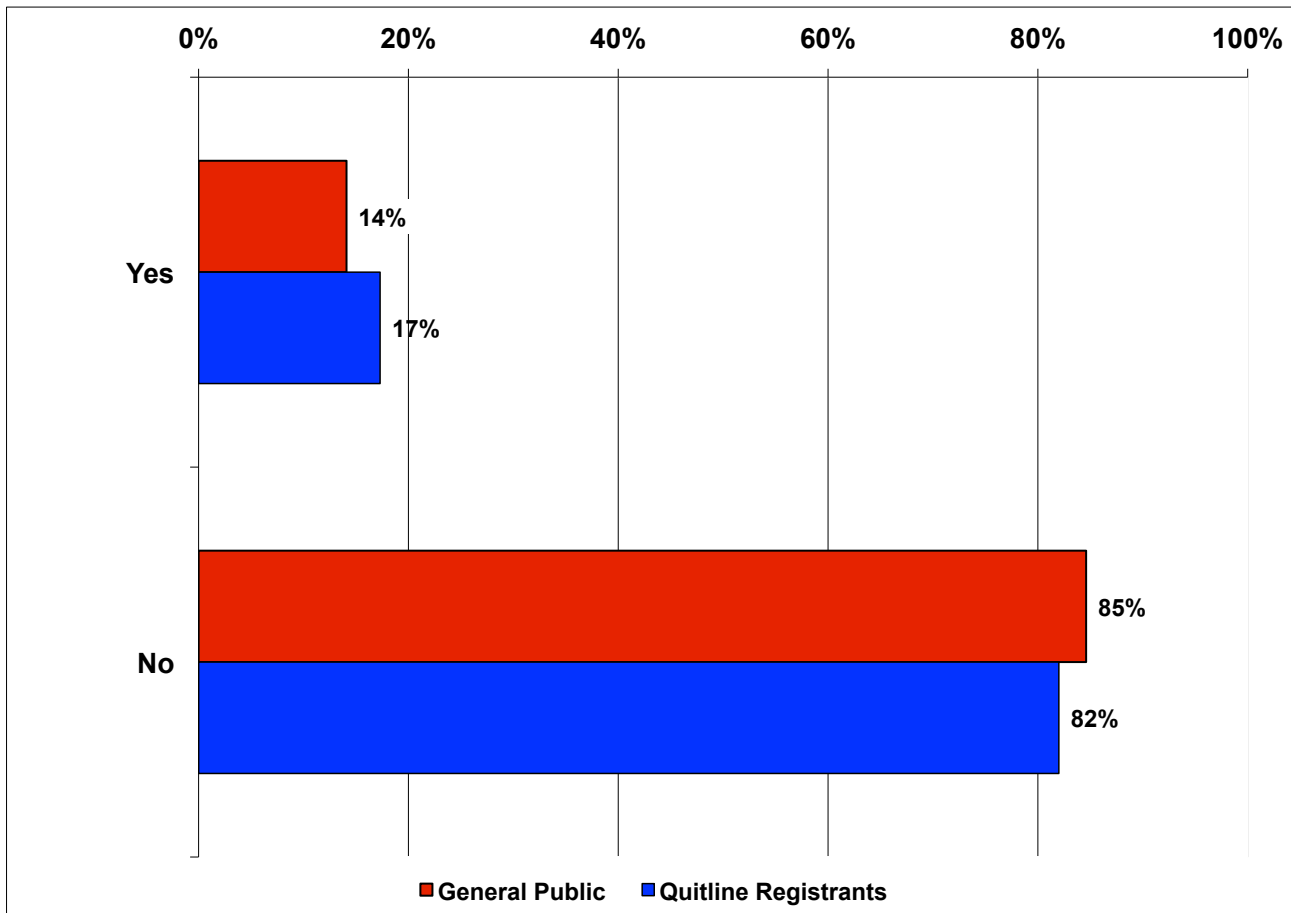


***Thinking about when you saw, read, or heard this advertising, was it in the newspaper?***

**Key Findings:**

The majority (82%-85%) of respondents from both groups said they had not seen any announcements against tobacco use in the newspaper recently.

	n = 389	n = 444
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	14%	17%
No	85%	82%
Don't know/Refused	1%	1%
Total	100%	100%



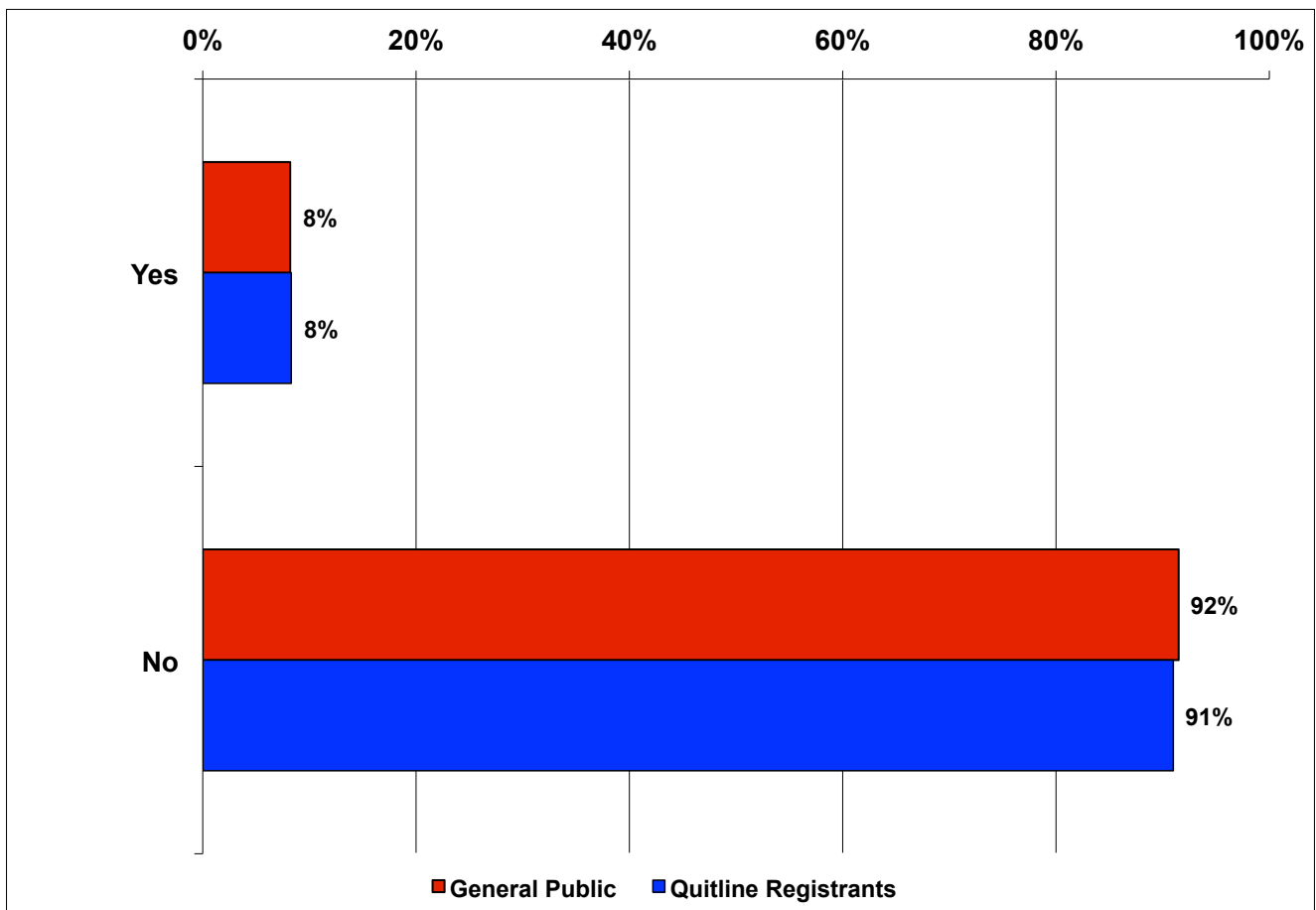


***Thinking about when you saw, read, or heard this advertising, was it in a movie theater?***

**Key Findings:**

Of all the media with the exception of bus advertisements, respondents were least likely to recall advertising against tobacco use in movie theaters. Nearly all (91%-92%) respondents from both groups said they had not seen or heard advertising against tobacco in this venue.

	n = 389	n = 444
	<b>General Public Percent</b>	<b>Quitline Registrants Percent</b>
<b>Response</b>		
Yes	8%	8%
No	92%	91%
Don't know/Refused	0%	1%
Total	100%	100%

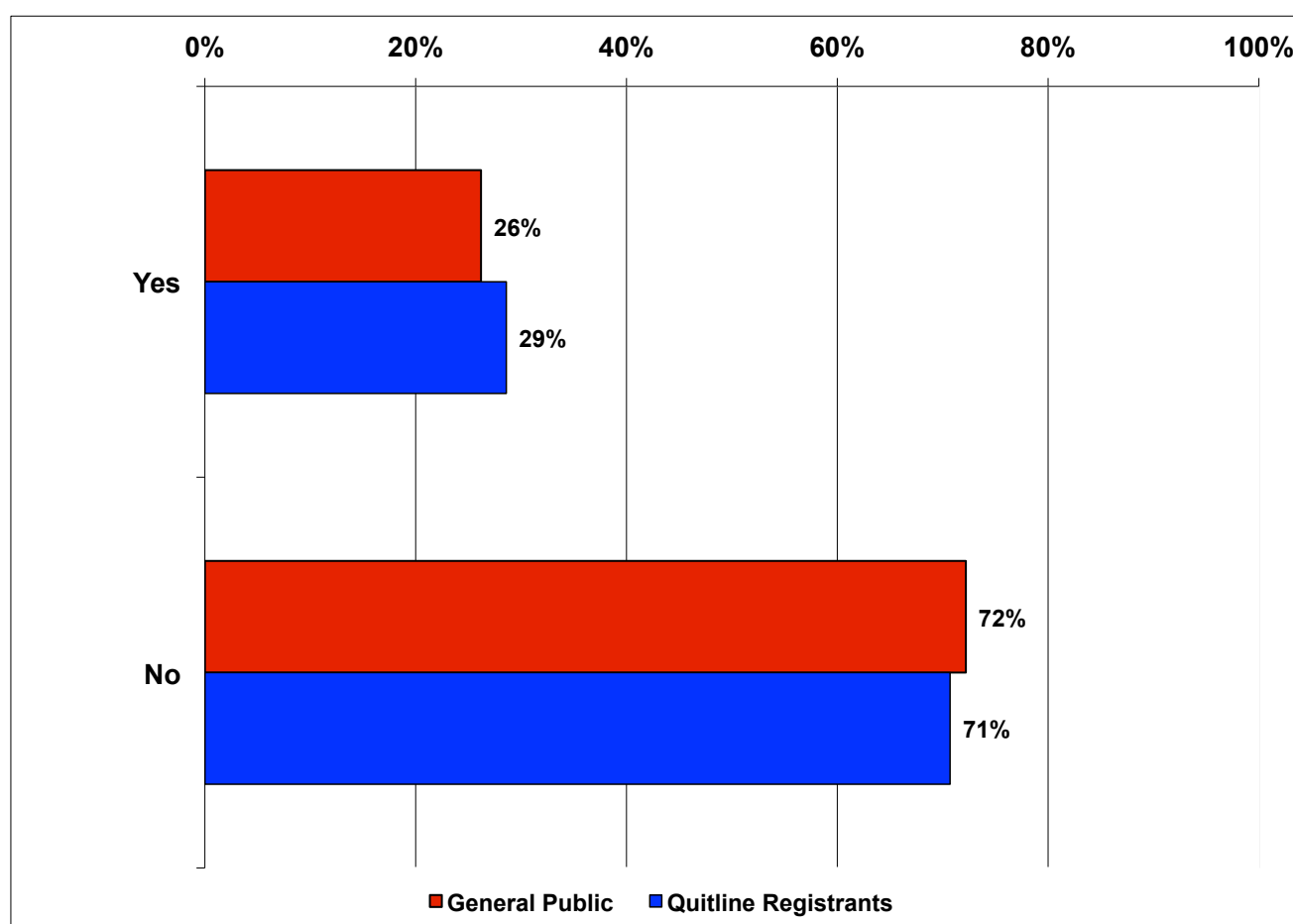


***Thinking about when you saw, read, or heard this advertising, was it in a magazine?***

**Key Findings:**

Approximately three-quarters of tobacco users in the general public as well as registrants to the Quitline said they had not seen or read any advertisements in magazines against tobacco use in the past three months.

	n = 389	n = 444
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	26%	29%
No	72%	71%
Don't know/Refused	2%	0%
Total	100%	100%

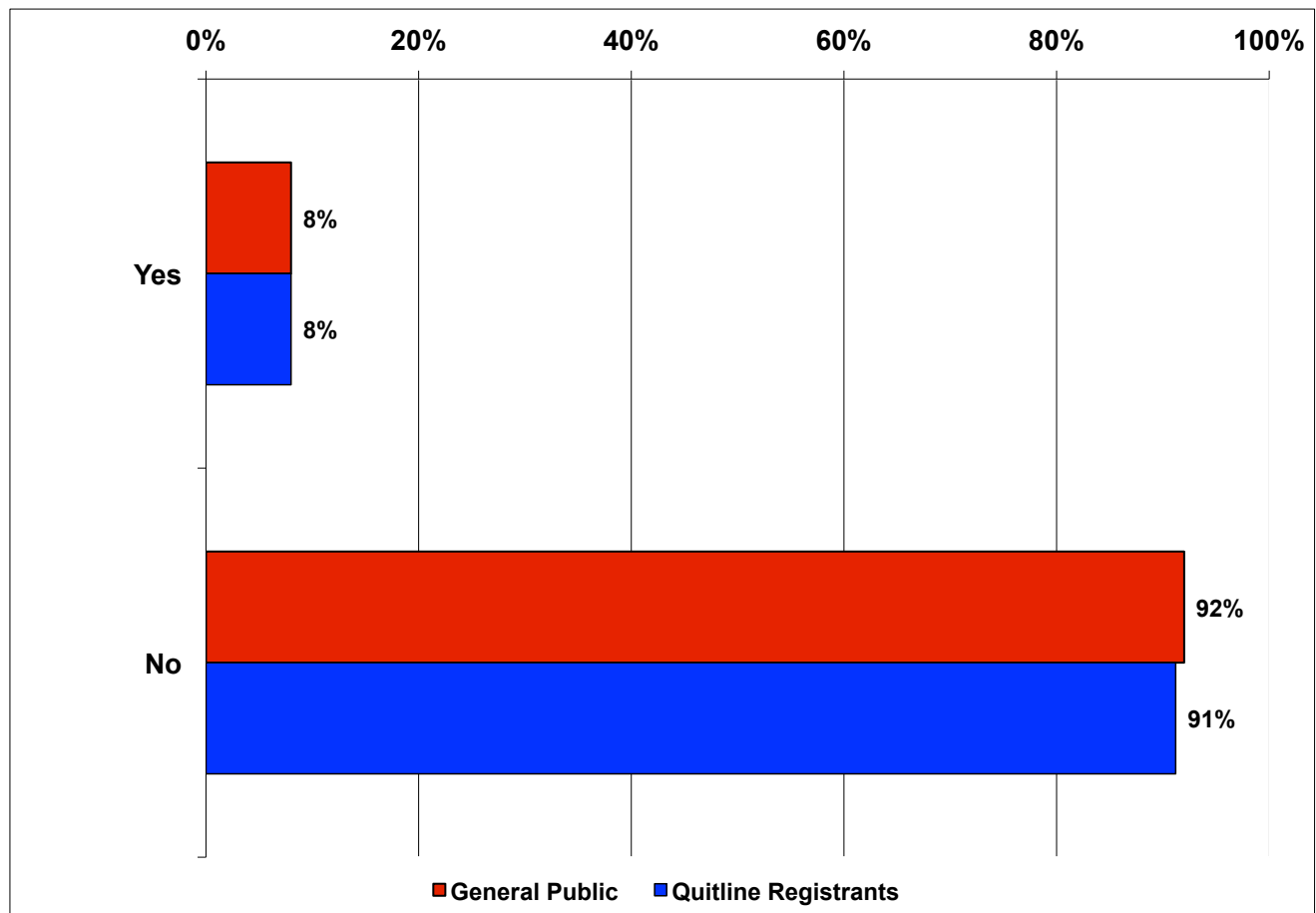


***Thinking about when you saw, read, or heard this advertising, was it on a bus advertisement?***

**Key Findings:**

Along with announcements in movie theaters, respondents were least likely to recall advertisements against using tobacco on buses with 91% and 92% of both groups saying they had not seen advertisements in this way.

	n = 389	n = 444
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	8%	8%
No	92%	91%
Don't know/Refused	0%	1%
Total	100%	100%



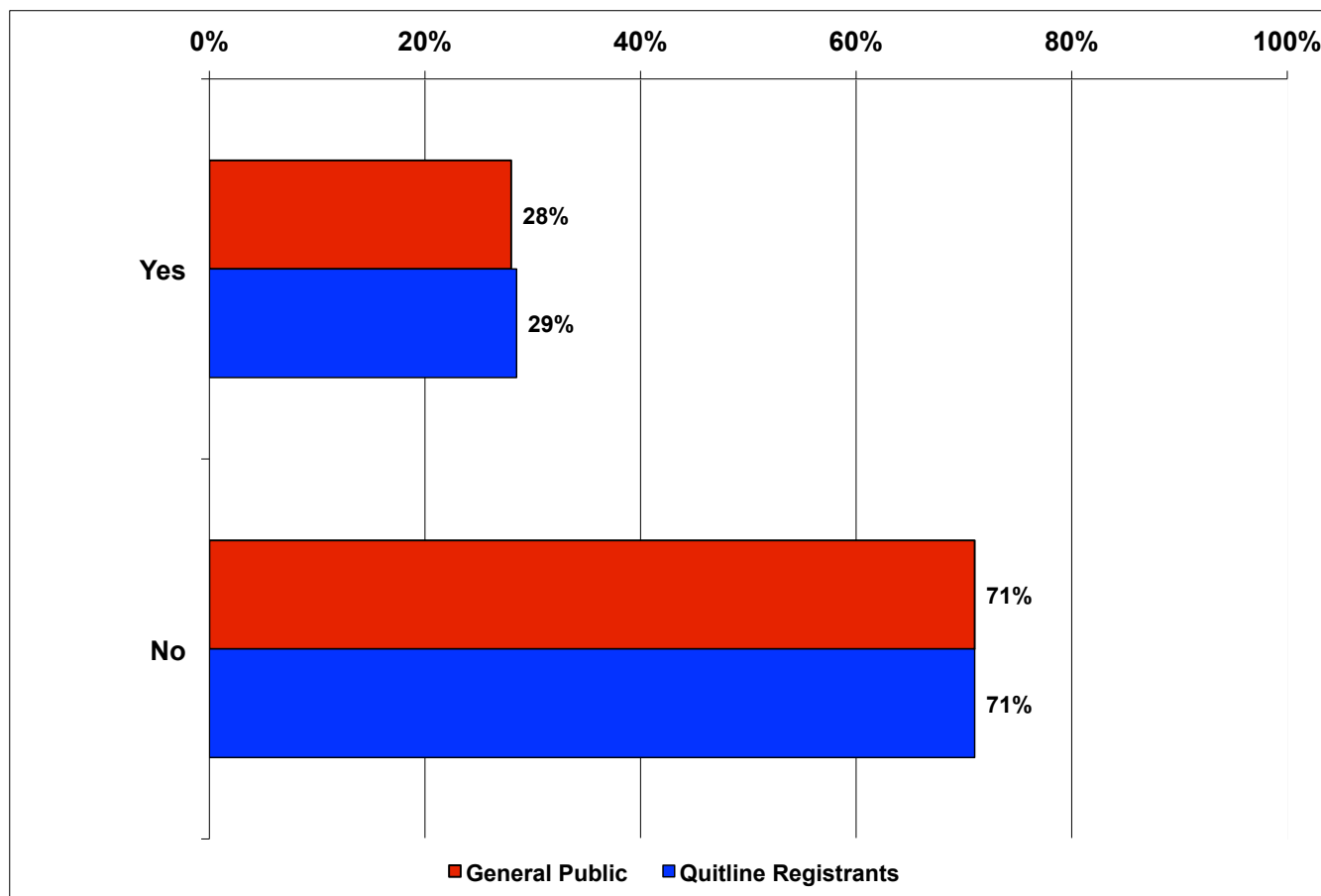
## Alberta Faye Powell

*Do you remember seeing an ad of a middle-aged white woman standing on a bridge who compares the Quitline Quit Coach to a trainer who helps you train for a marathon? She is then seen running and says she feels better than she has in 20 years thanks to the Quitline and how it helped her overcome her addiction and quit.*

### Key Findings:

Respondents were asked about a series of Arkansas-specific television advertisements promoting the ATQ. Approximately one-third of tobacco users in the general public, as well as registrants to the Quitline, said they recalled the Alberta Faye Powell advertisement.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	28%	29%
No	71%	71%
Don't know/Refused	1%	0%
Total	100%	100%



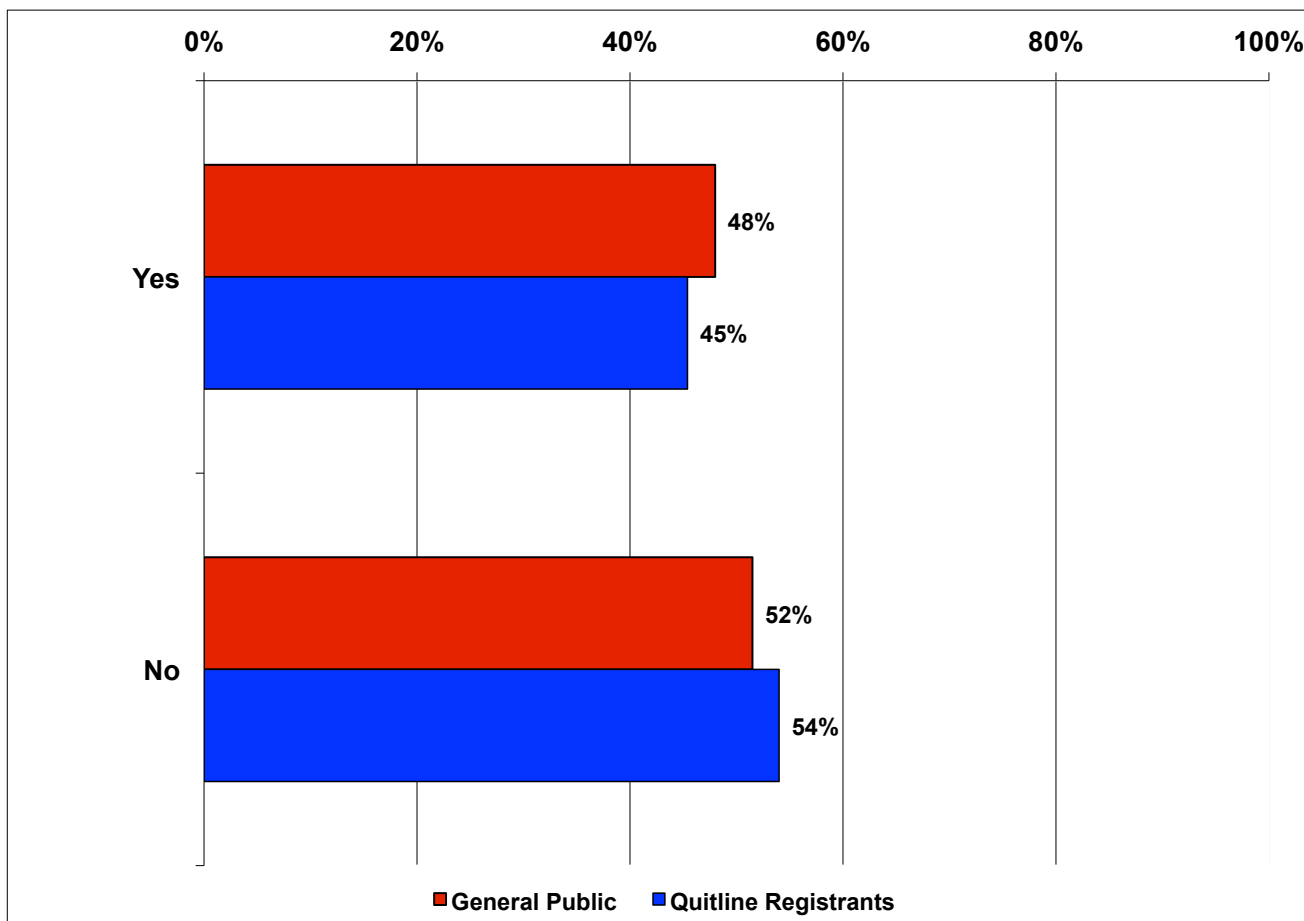
## Kevin Goggans

*Do you remember seeing an ad of a middle-aged white man sitting on a four-wheeler in a rural area who speaks of the financial benefits of quitting? He talks about the free medication and counseling services the Quitline provided him and we learn that with the money he saved he was able to buy a four-wheeler for himself and his dog.*

### Key Findings:

Responses were more equally distributed with regards to the Kevin Goggans advertisement. About one-half (45-48%) of both groups said they recall this advertisement.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	48%	45%
No	52%	54%
Don't know/Refused	0%	1%
Total	100%	100%



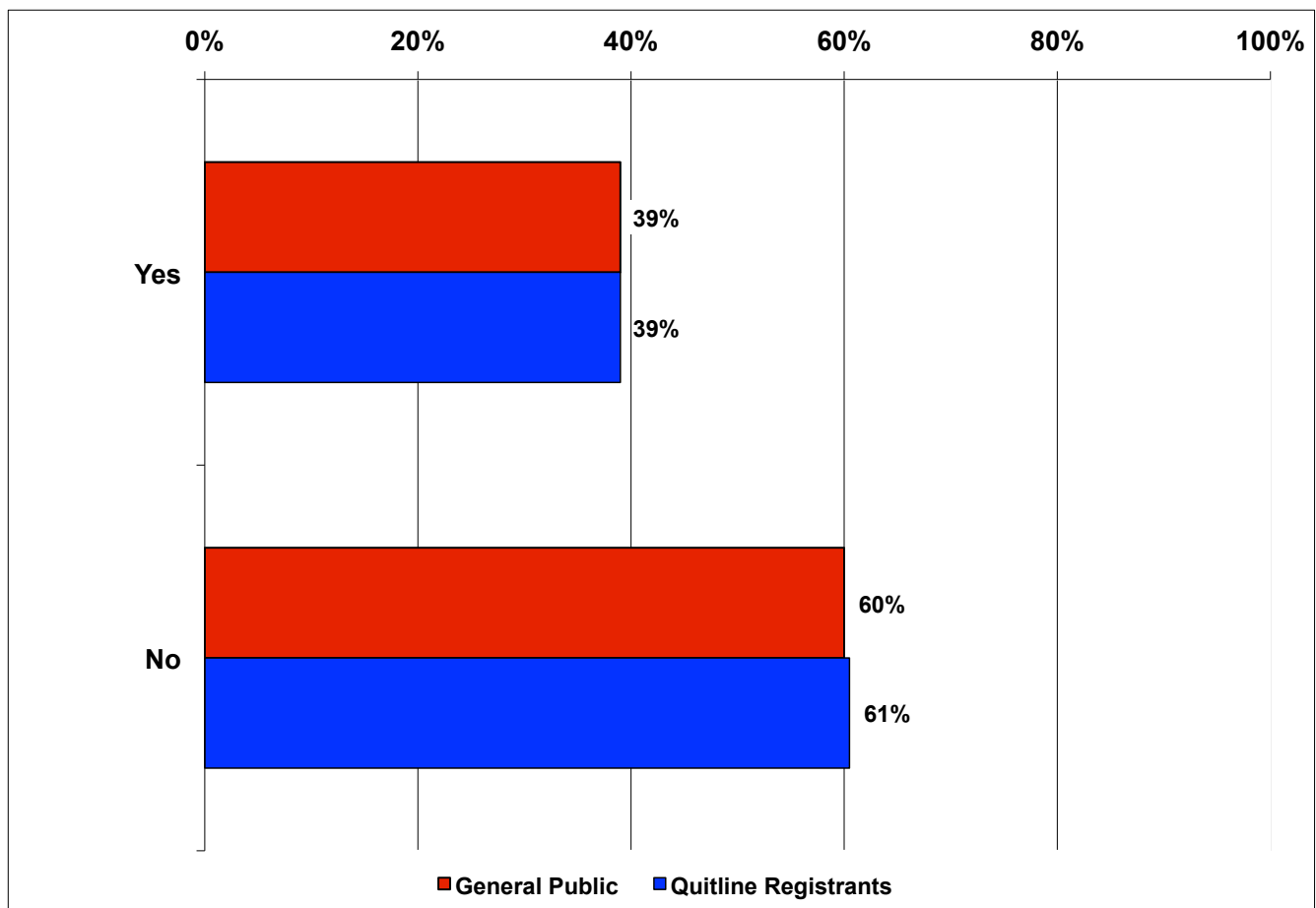
## Chris Broadway

*Do you remember seeing an ad of an African American father and his daughter sitting in a park and talking about how the father decided to quit one day after his daughter brought a SOS QUITNOW ad home from school? The two are then seen throwing a softball as the father says he's going to be around longer thanks to the Quitline and his daughter.*

### Key Findings:

Around 4 out of 10 (39%) of those surveyed from both groups said they remember seeing the Chris Broadway advertisement.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	39%	39%
No	60%	61%
Don't know/Refused	1%	0%
Total	100%	100%





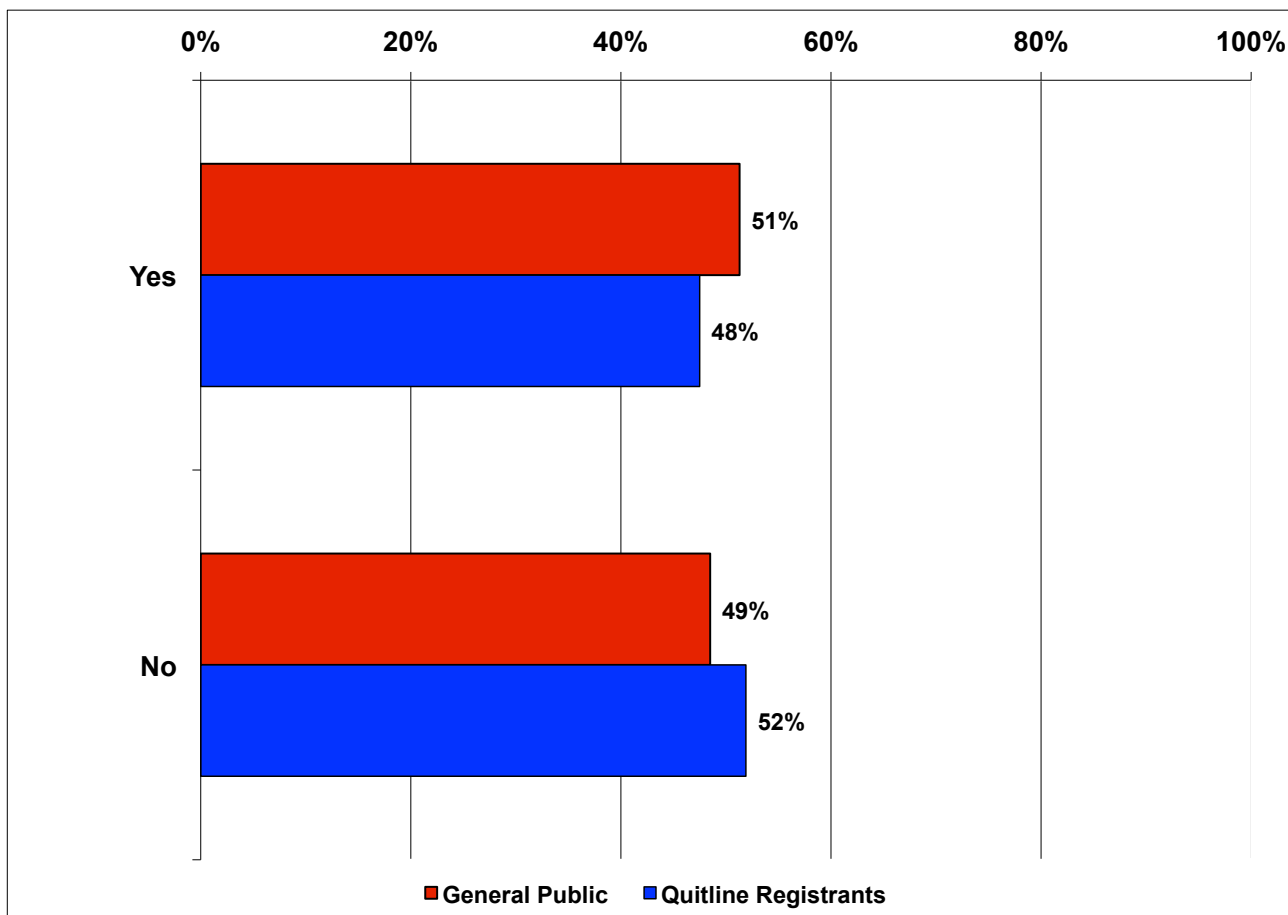
## Piles of Packs

*Do you remember seeing an ad where cigarette packs are seen overflowing from refrigerators, closets, toy chests, and garages while a narrator speaks of the financial costs of tobacco and the other ways that the money might be spent such as on food, toys, new outfits, or a car? The narrator states that a pack-a-day smoker spends over \$100,000 in their lifetime on cigarettes.*

### Key Findings:

Of all the Arkansas-specific advertisements, the Piles of Packs advertisement was the more memorable with both groups. Fifty-one percent (51%) of tobacco users in the general public and 48% of Quitline registrants said they remember seeing this advertisement.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	51%	48%
No	49%	52%
Total	100%	100%



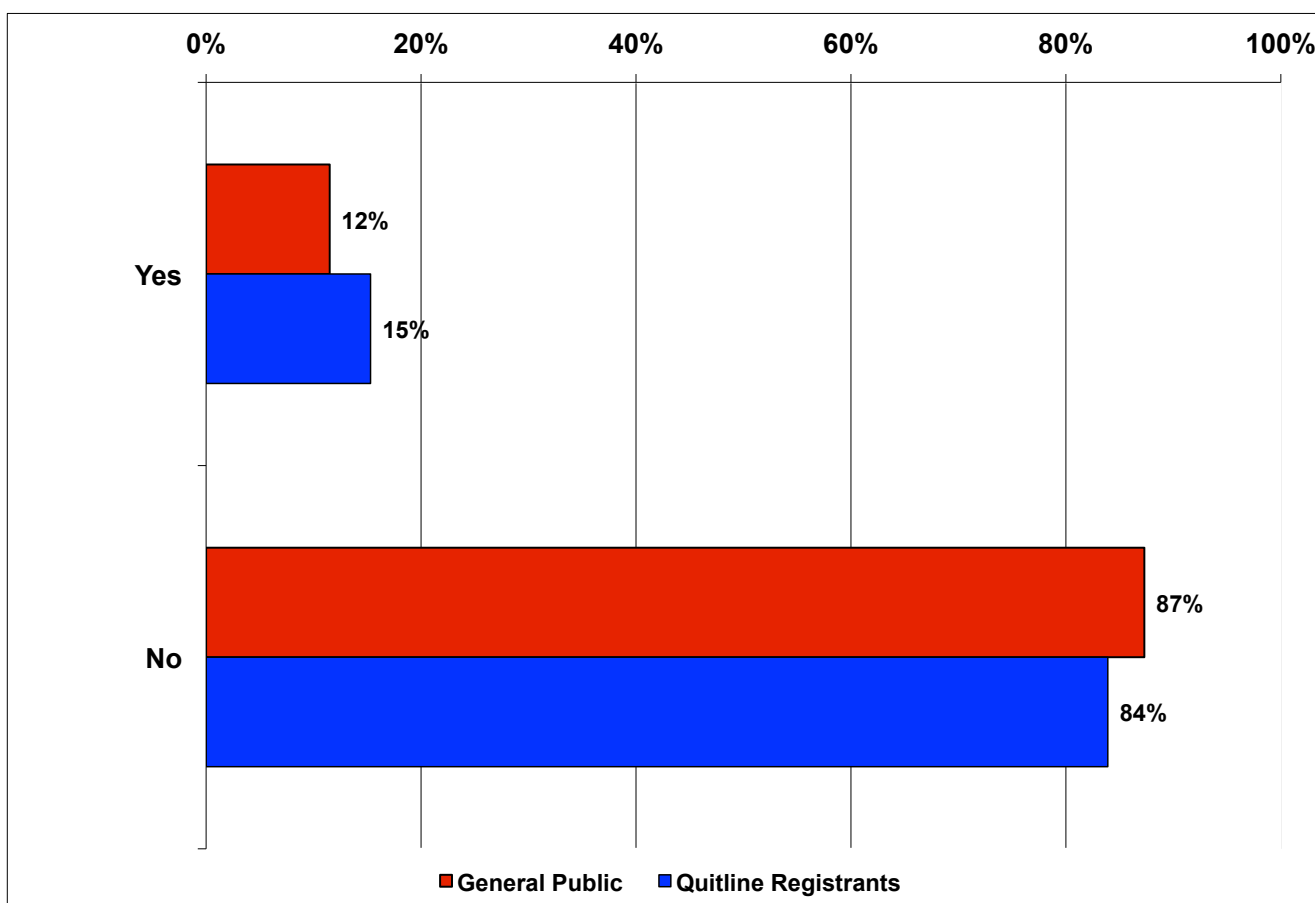
## Happy Family

*Do you remember seeing an ad where a family is drawn on construction paper while the viewer is asked to imagine a happy family with a daddy who smokes? Cigarettes are then crumbled over the drawing and blown away to reveal a tombstone where the daddy formerly stood and the viewer is told the daddy died of lung cancer when the son was twelve. The viewer is asked if the drawing still looks like a happy family.*

### Key Findings:

With regards to the Arkansas-specific advertisements, the Happy Family advertisement was the least recalled ad across both groups with close to only 12-15% of respondents saying that they remembered this advertisement.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	12%	15%
No	87%	84%
Don't know/Refused	1%	1%
Total	100%	100%



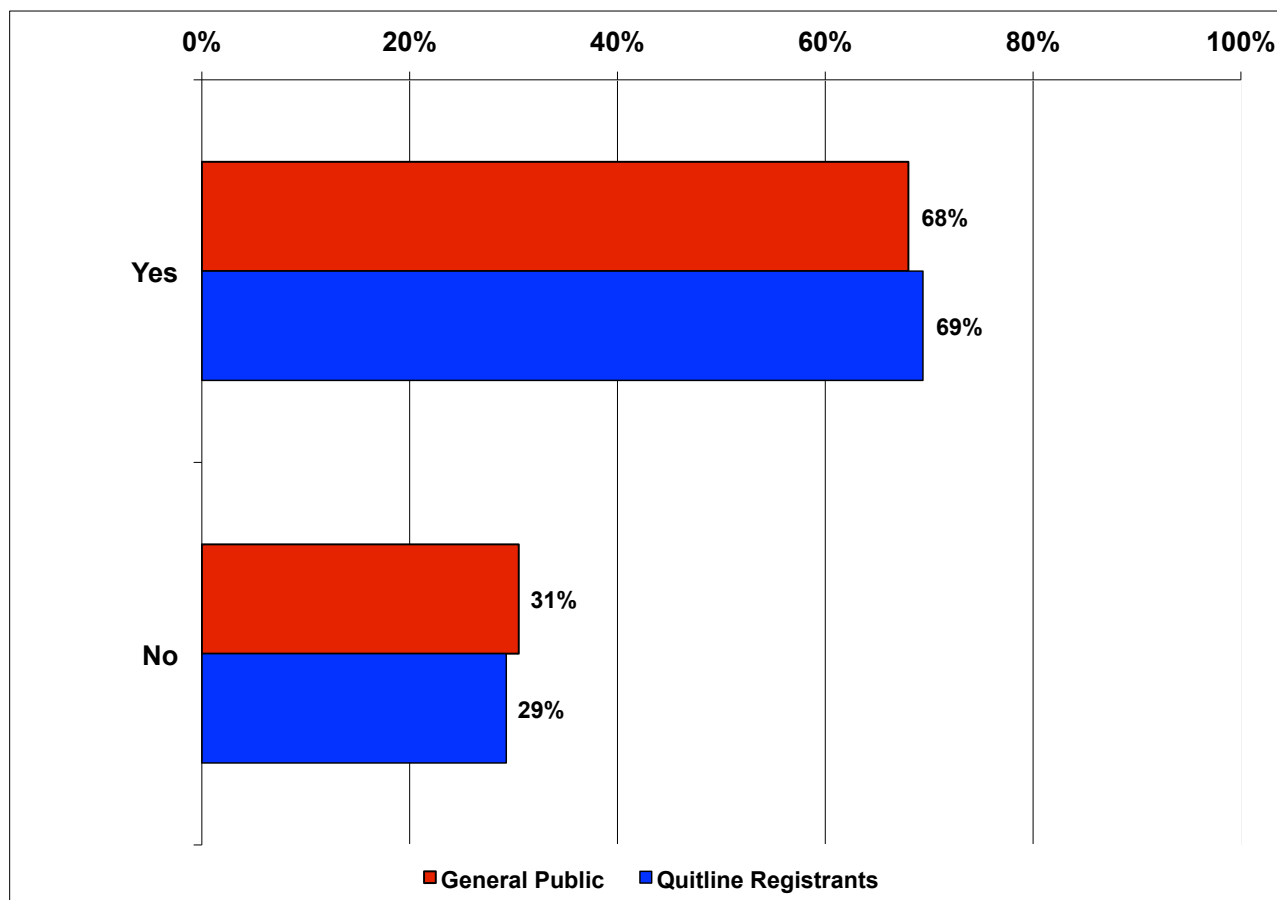
### **Tips from Former Smokers Series**

**Aside from the ads we just discussed, do you recall a series of ads called "Tips From Former Smokers", that shows people living with significantly bad health effects due to smoking, such as asthma, cancer, stomas, paralysis from stroke, heart attack, and limb amputations? These ads show the immediate damage that smoking can cause to the body and feature people who have smoking-related diseases at a relatively young age.**

#### **Key Findings:**

When considering all the television advertisements, both state-wide and nationally, the "Tips From Former Smokers" advertisements had the highest recall rate by both respondent groups. A total of 68% of the the general public tobacco users remembered seeing this series as did 69% of Quitline registrants.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	68%	69%
No	31%	29%
Don't know/Refused	1%	2%
Total	100%	100%

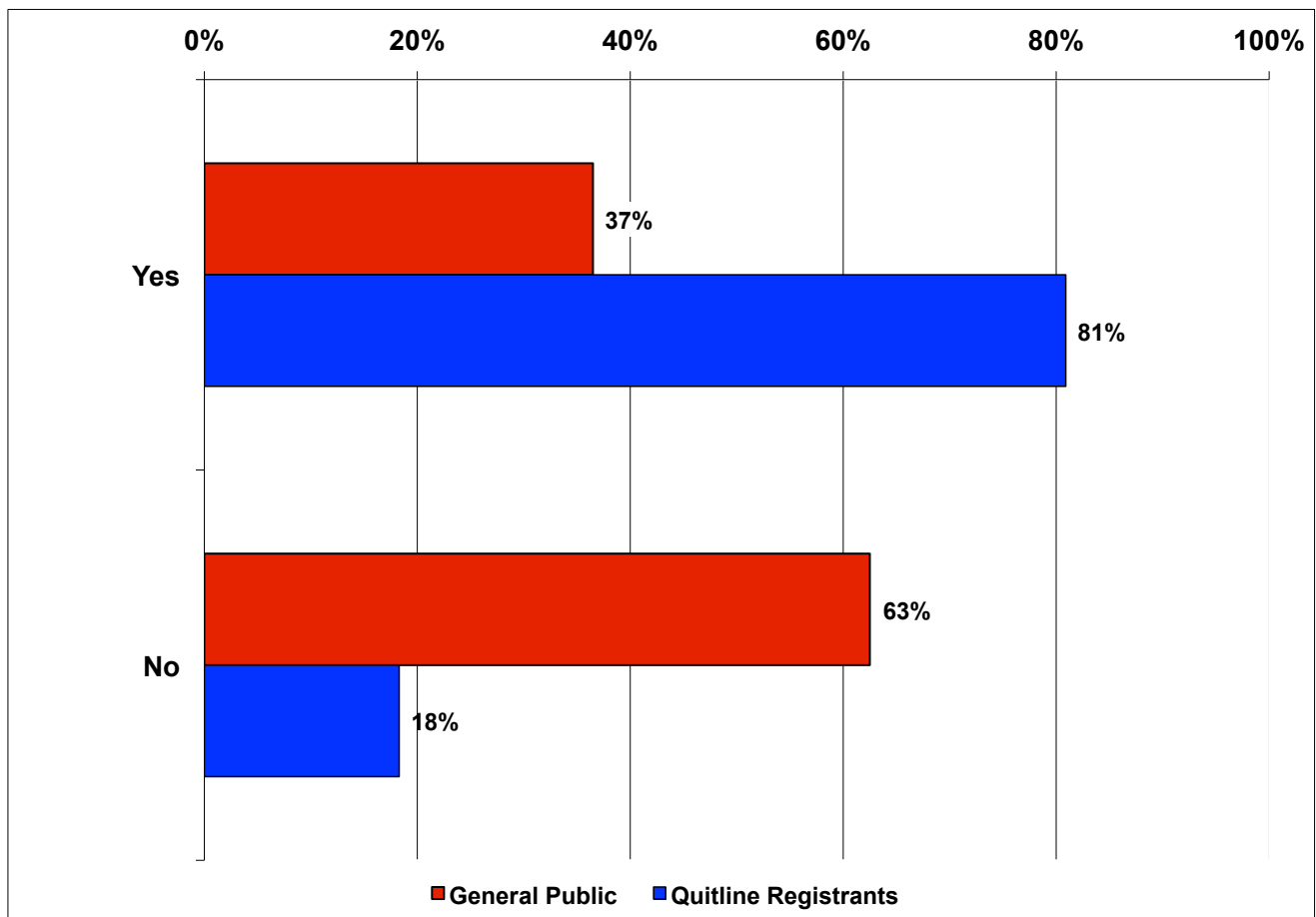


***During the past 6 months, have you stopped smoking or using tobacco for one day or longer because you were trying to quit?***

**Key Findings:**

As expected, more registrants to the Quitline have stopped using tobacco in the past six months in an attempt to quit. The majority (81%) of Quitline registrants said they have tried to quit using tobacco for one day or longer. Conversely, only 3 out of 10 (37%) tobacco users in the general public said they had attempted to quit in the past six months.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	37%	81%
No	63%	18%
Don't know/Refused	0%	1%
Total	100%	100%



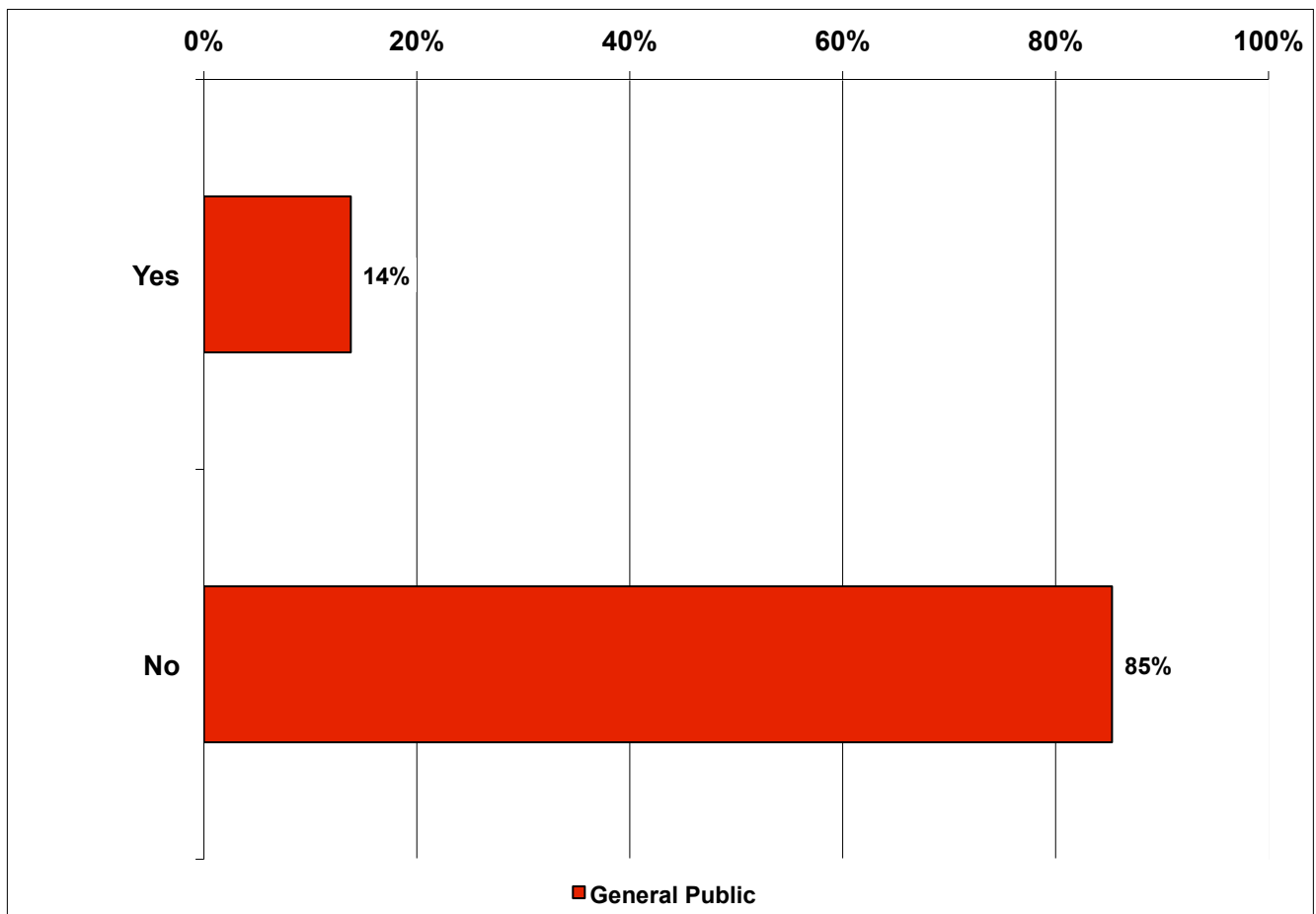
**[General Public Only] Have you ever called the toll-free Quitline, also known as the SOS or 1-800 QUITNOW number?**

**Key Findings:**

Fourteen percent (14%) of tobacco users in the general public are reaching out to the Quitline for assistance and responded that they had called the Quitline at some point for quit assistance or information.

n = 400

Response	General Public Percent	Quitline Registrants Percent
Yes	14%	N/A
No	85%	N/A
Don't know/Refused	1%	N/A
Total	100%	N/A



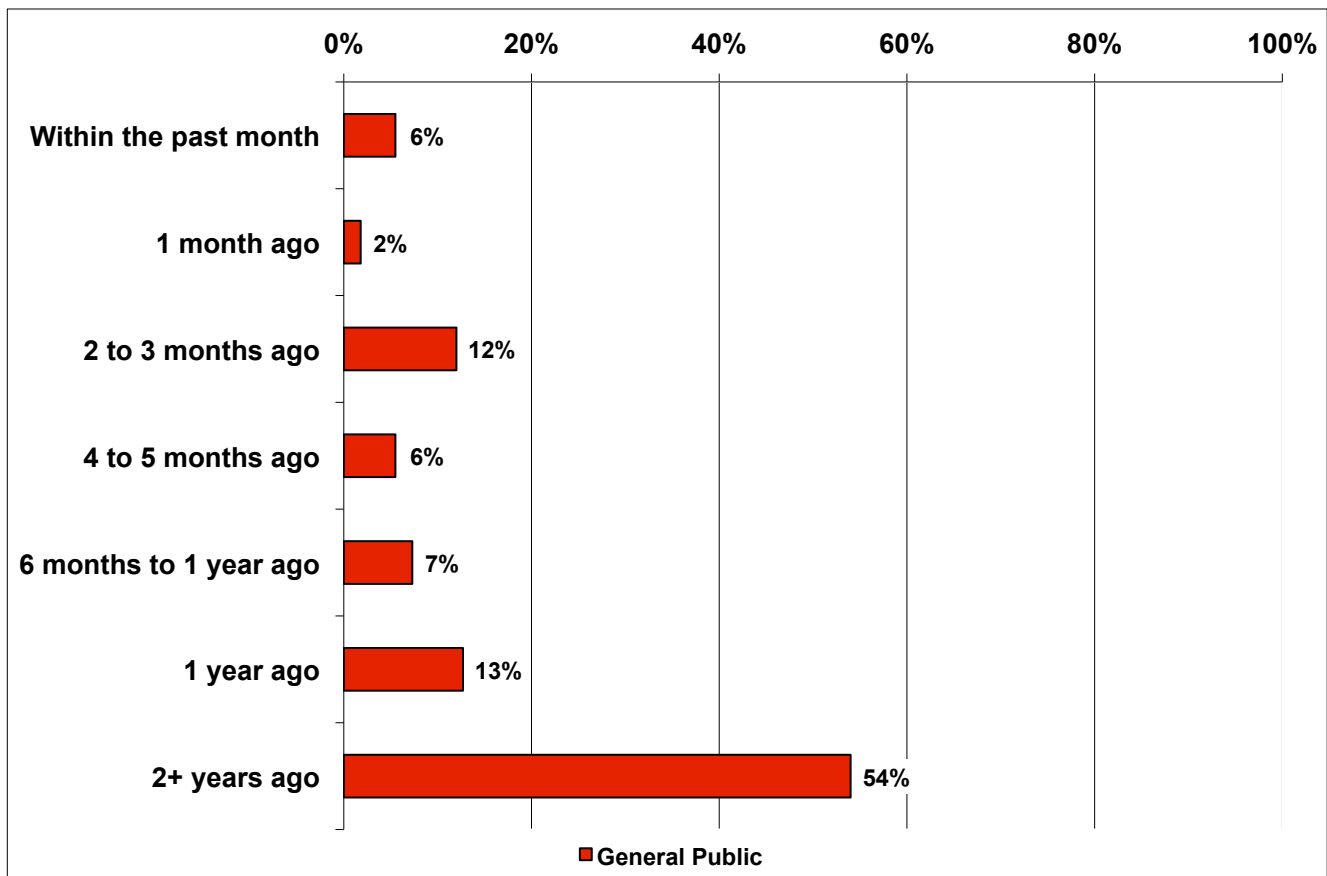
**[General Public Only] Approximately how long ago was it when you last called the Quitline number?**

**Key Findings:**

For those tobacco users in the general public that said they have called the Quitline, over one-half said that they called the Quitline for assistance two or more years ago. About one-third (34%) of respondents said that they called the Quitline within the past year.

n = 55

Response	General Public Percent	Quitline Registrants Percent
Within the past month	6%	N/A
1 month ago	2%	N/A
2 to 3 months ago	12%	N/A
4 to 5 months ago	6%	N/A
6 months to 1 year ago	7%	N/A
1 year ago	13%	N/A
2+ years ago	54%	N/A
Don't know/Refused	0%	N/A
Total	100%	N/A



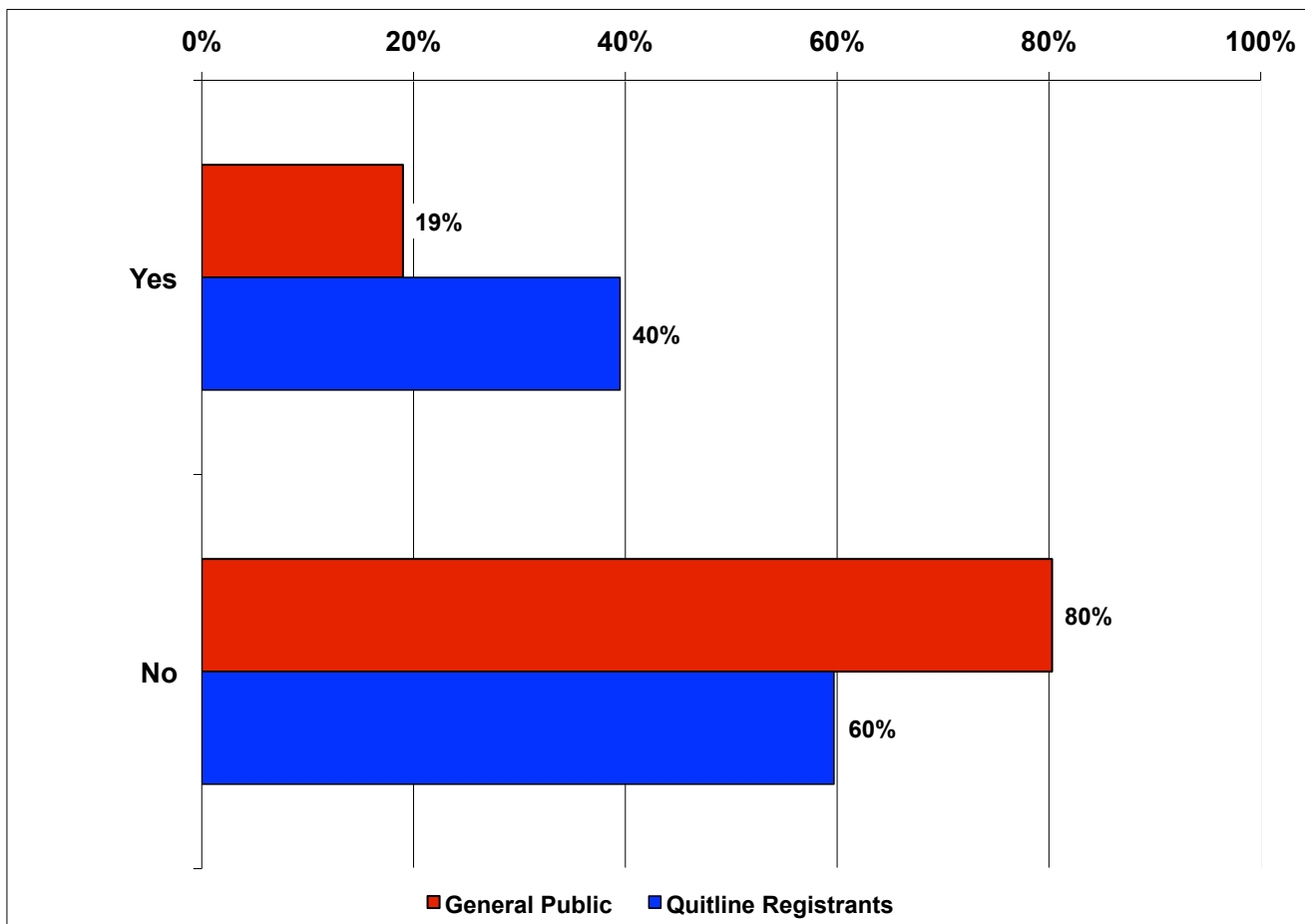


***Have you done any of the following in the past 3 months . . . Asked your doctor to help you quit tobacco?***

**Key Findings:**

There was a significant difference between groups with regards to asking for a doctor's help in quitting tobacco. Quitline registrants were significantly more likely than tobacco users in the general public to have asked for a doctor's assistance to quit with 40% of registrants to the Quitline saying they had done so in the past three months.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	19%	40%
No	80%	60%
Don't know/Refused	1%	0%
Total	100%	100%

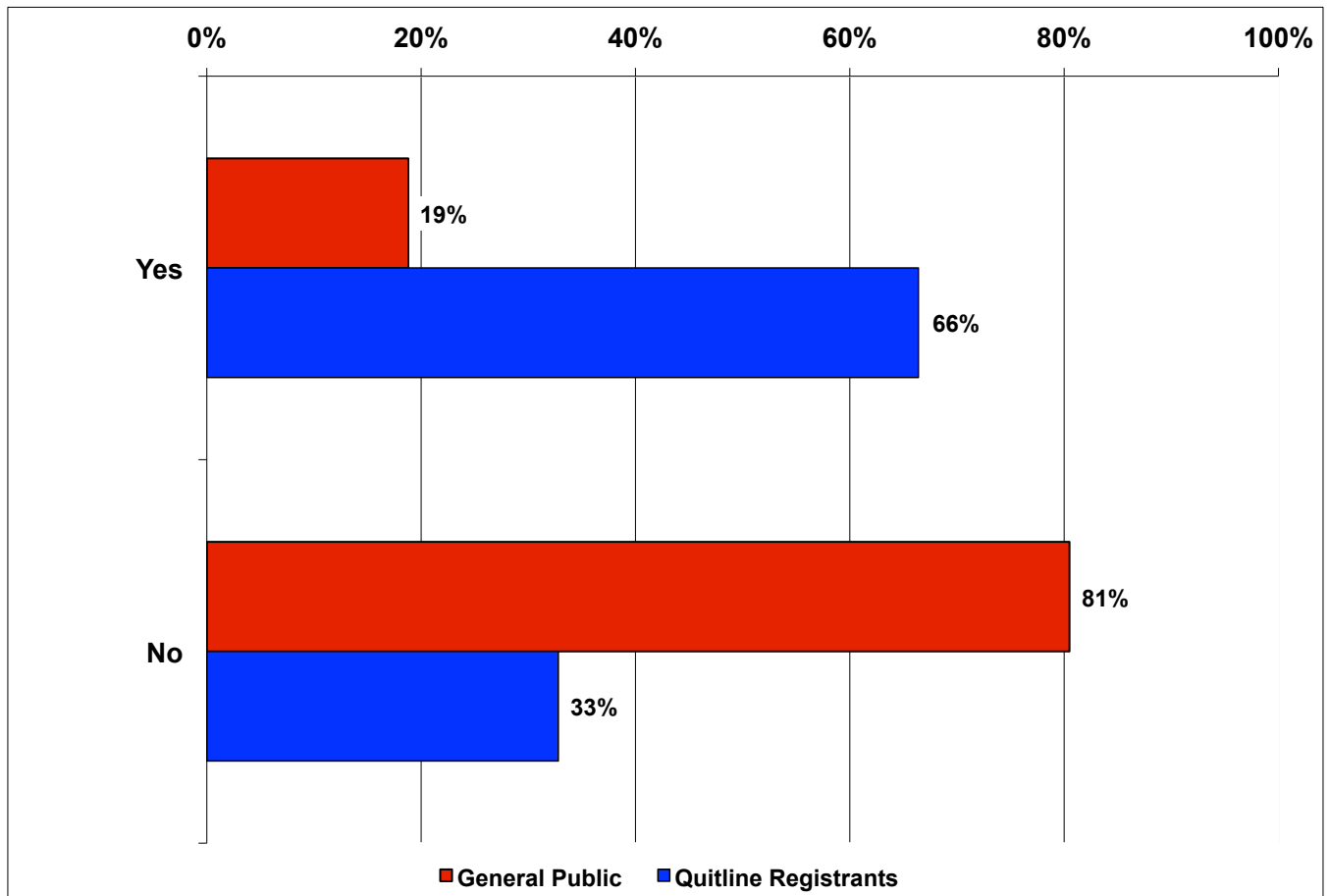


***[Have you done any of the following in the past 3 months . . .] Used nicotine replacement therapy, such as nicotine gum, patches, inhaler, or lozenges?***

**Key Findings:**

There was a significant difference between groups with regard to having used some form of nicotine replacement therapy with close to 7 out of 10 (66%) respondents who said they have used NRT in the past three months. This difference is significant and attests to the impact that calling the Quitline can make to being proactive with materials to aid in quitting tobacco.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	19%	66%
No	81%	33%
Don't know/Refused	0%	1%
Total	100%	100%

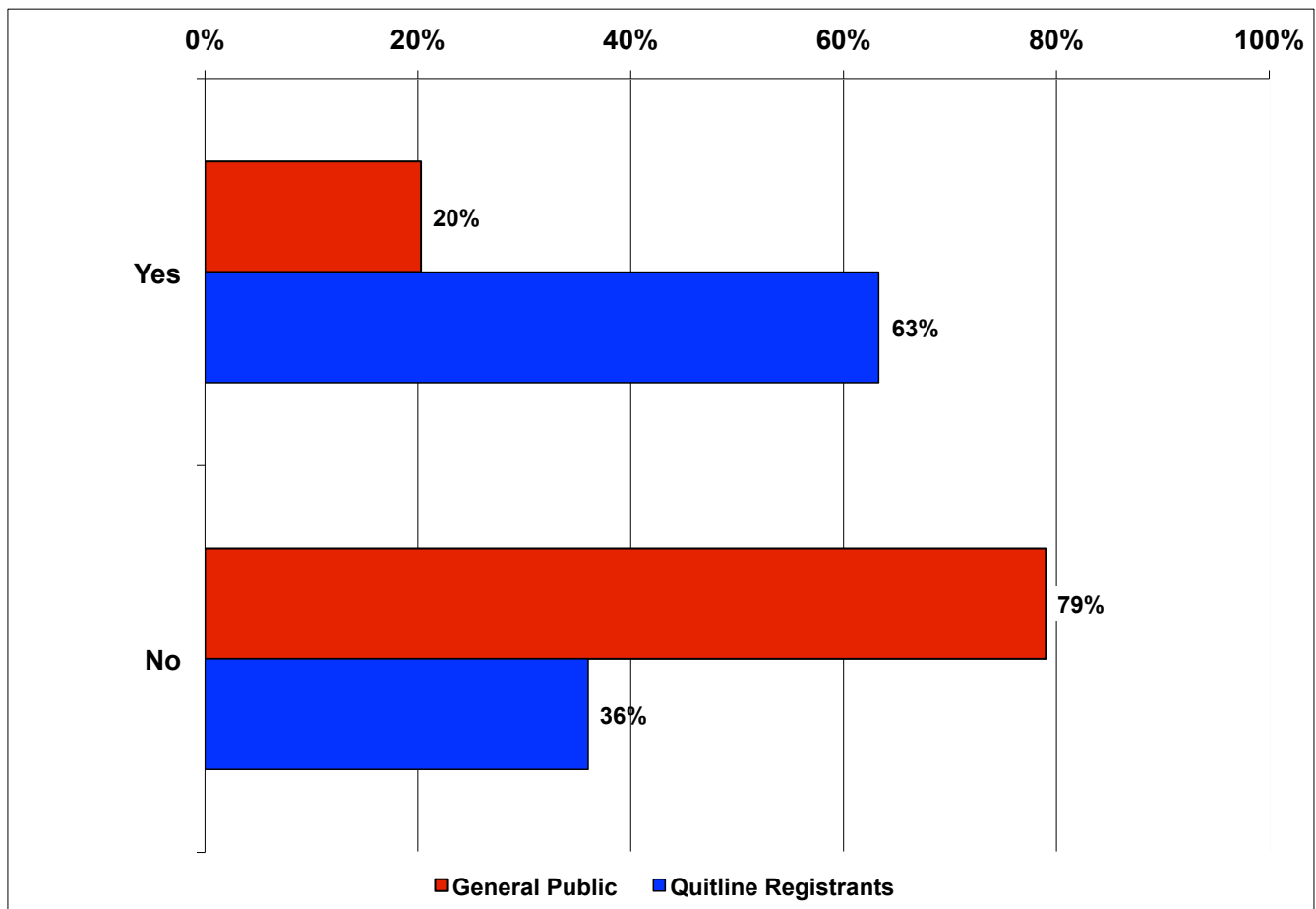


***[Have you done any of the following in the past 3 months . . .] Read any "how to quit tobacco" literature?***

**Key Findings:**

Significantly more Quitline registrants than the general public participants said that they have read some sort of "how to quit tobacco" literature in the past three months. This resulted in a difference of 43 percentage points between the two groups.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	20%	63%
No	79%	36%
Don't know/Refused	1%	1%
Total	100%	100%

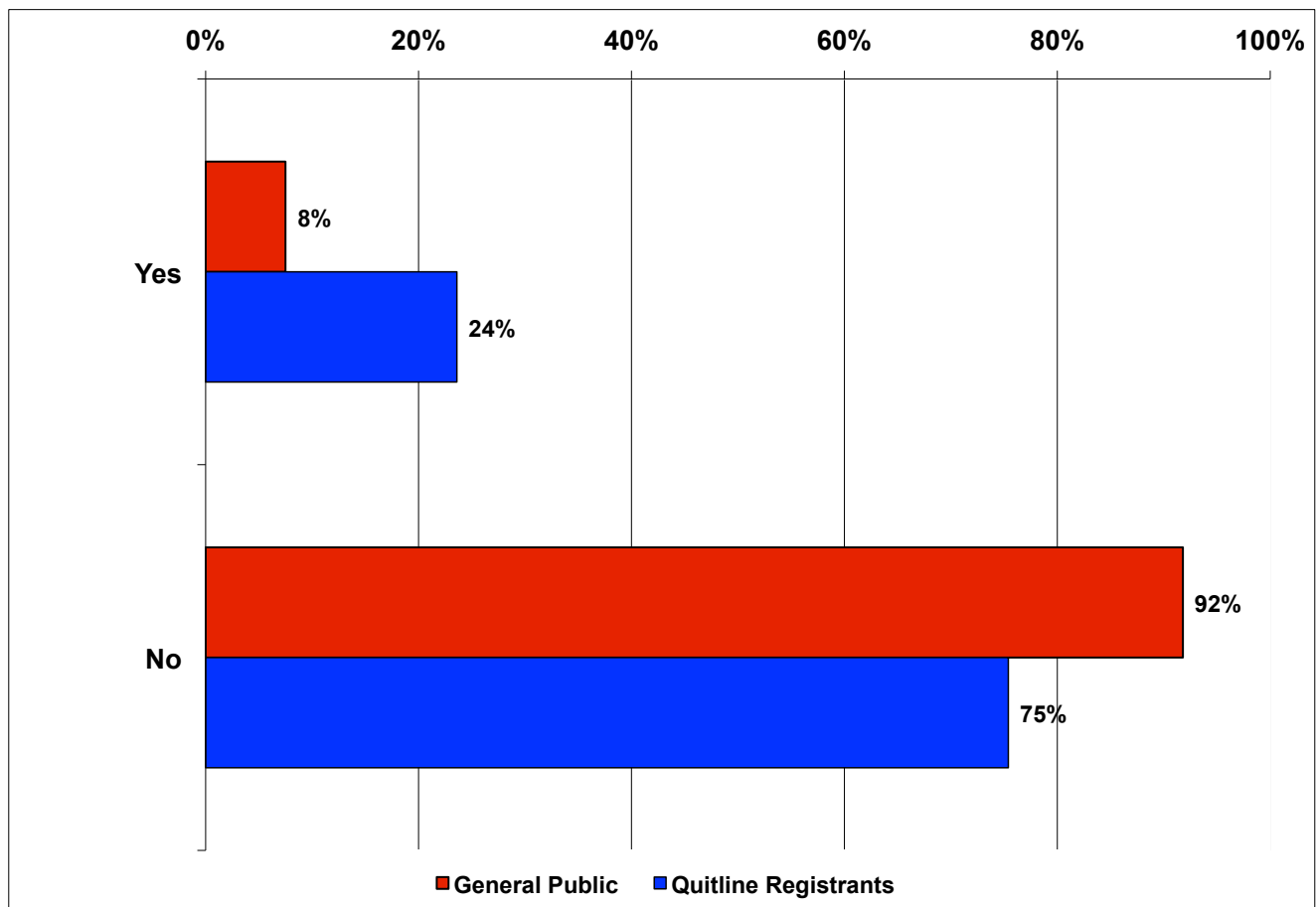


***[Have you done any of the following in the past 3 months . . .] Accessed information on quitting tobacco from the internet on websites such as stampoutsmoking.com or smokefree.gov?***

**Key Findings:**

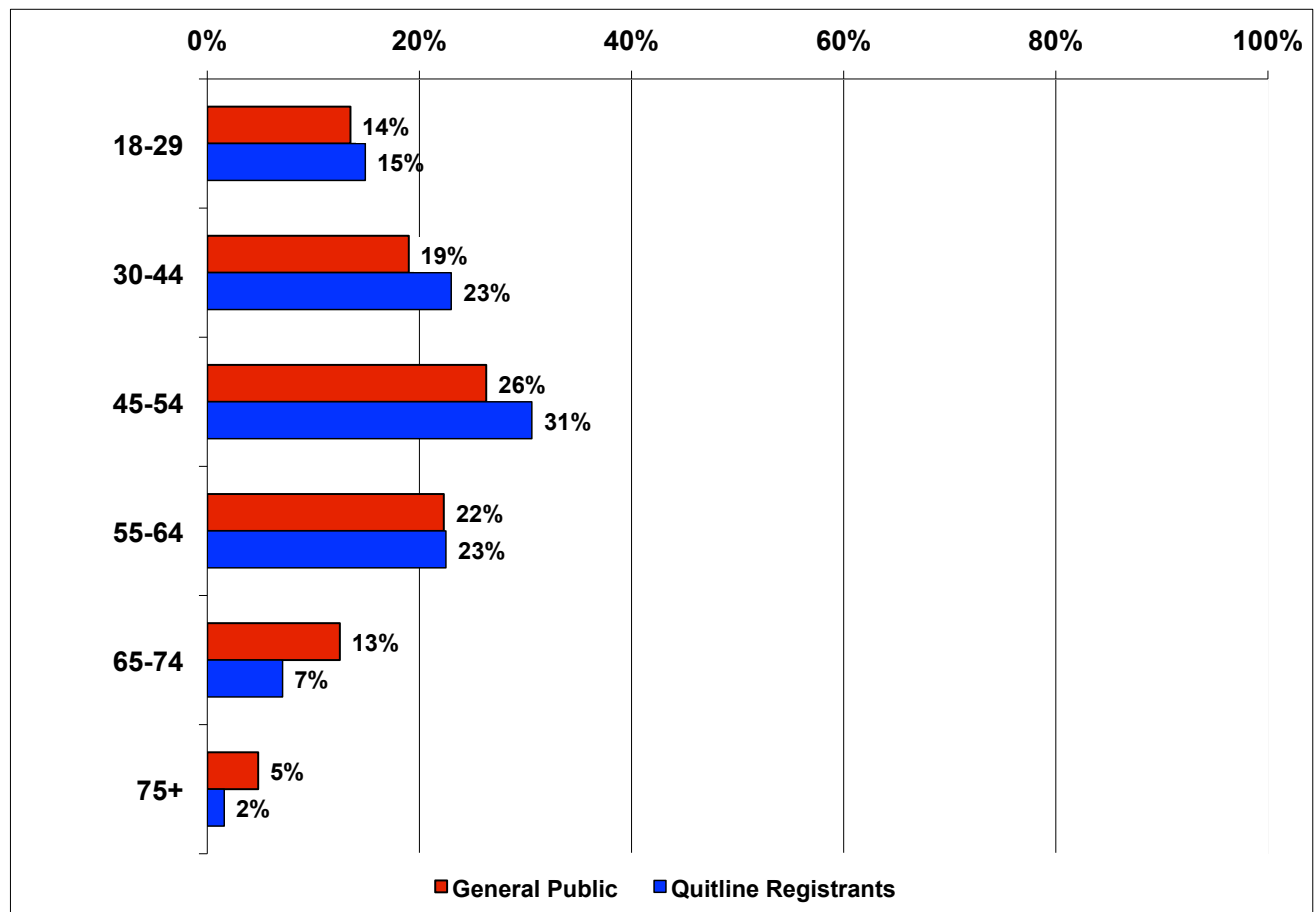
Of all the actions respondents have made towards quitting or obtaining information about cessation, going online for assistance was the least likely tactic among both groups. About one-quarter (24%) of Quitline registrants said they had accessed information about quitting online, which was significantly more than those respondents in the general public.

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	8%	24%
No	92%	75%
Don't know/Refused	0%	1%
Total	100%	100%



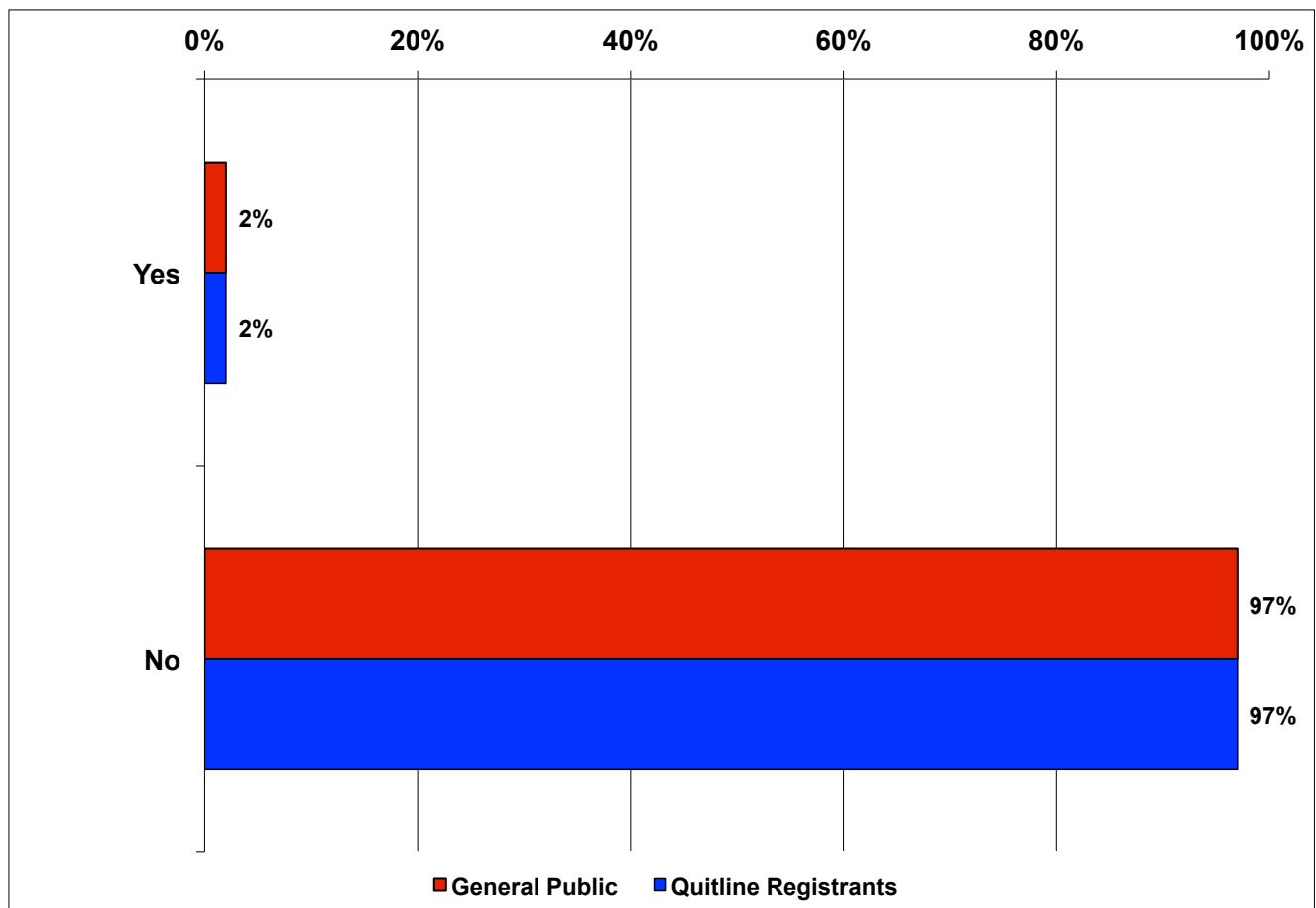
## What is your age?

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
18-29	14%	15%
30-44	19%	23%
45-54	26%	31%
55-64	22%	23%
65-74	13%	7%
75+	5%	2%
Don't know/Refused	2%	0%
Total	100%	100%



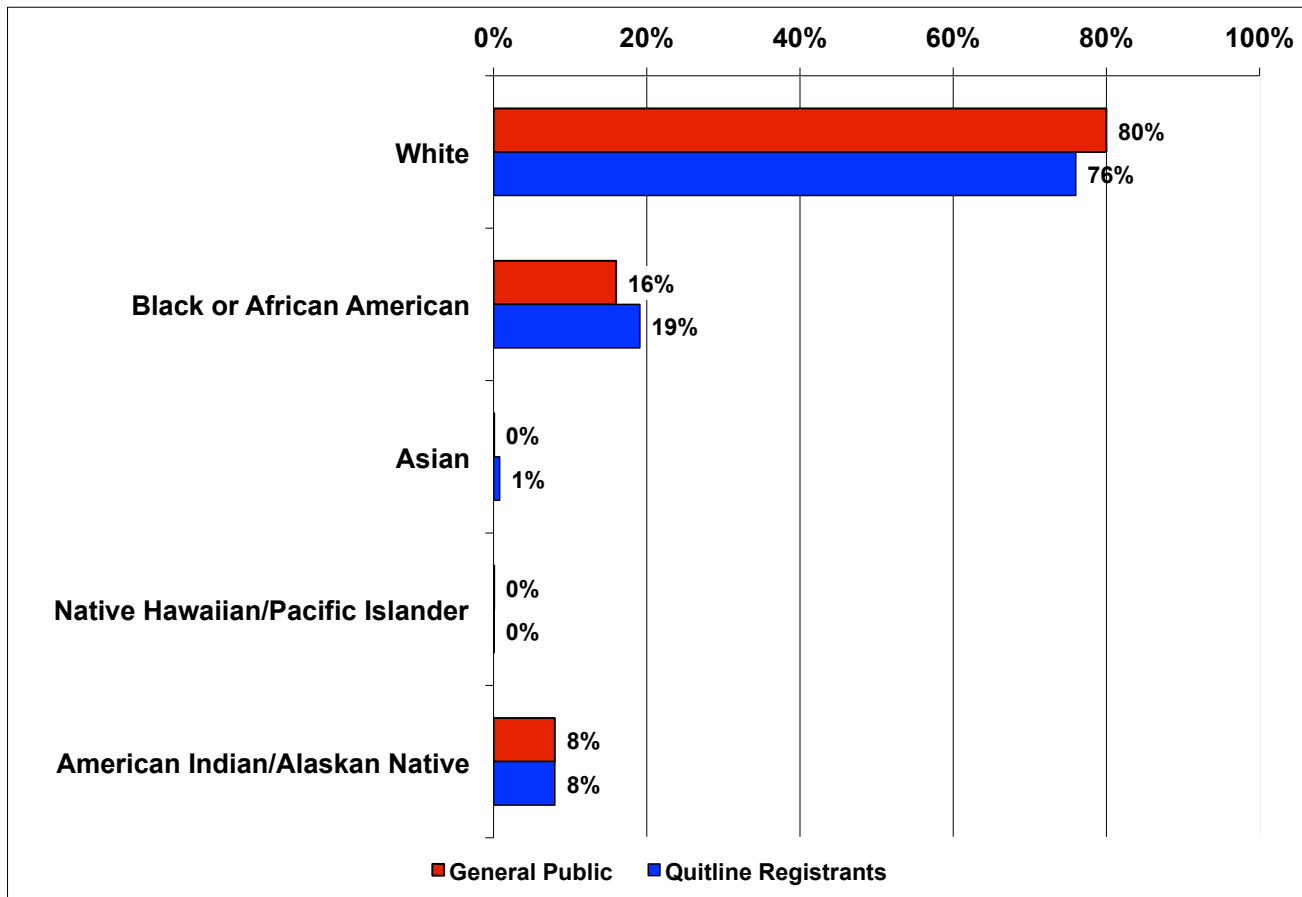
## Are you Hispanic or Latino?

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Yes	2%	2%
No	97%	97%
Don't know/Refused	0%	1%
Total	100%	100%



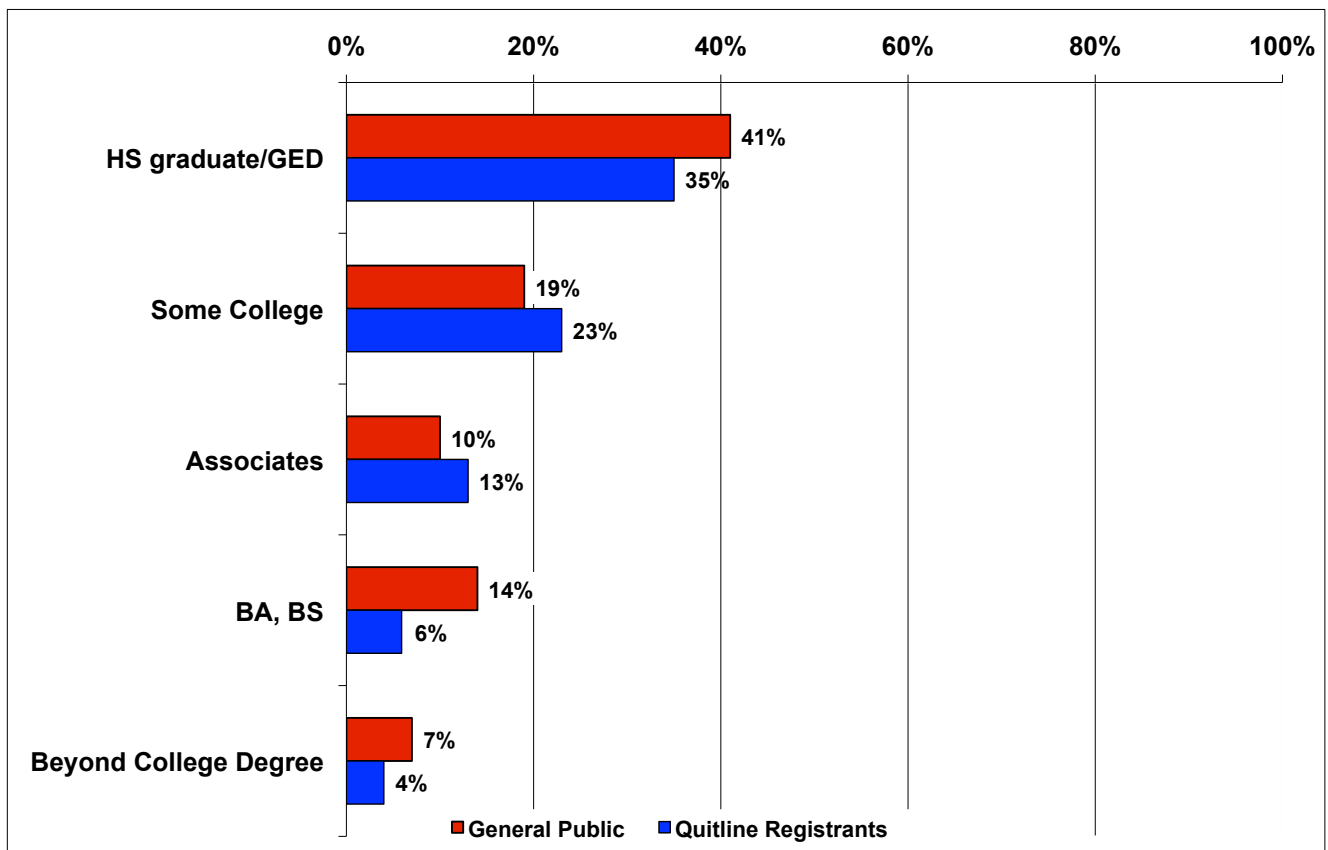
**Which one or more of the following would you say is your race?**

<i>(Multiple Responses)</i>		n = 400	n = 509
Response	General Public Percent	Quitline Registrants Percent	
White	80%	76%	
Black or African American	16%	19%	
Asian	0%	1%	
Native Hawaiian/Pacific Islander	0%	0%	
American Indian/Alaskan Native	8%	8%	
Don't know/Refused	2%	1%	



***What is the highest level of school you completed or the highest degree you received?***

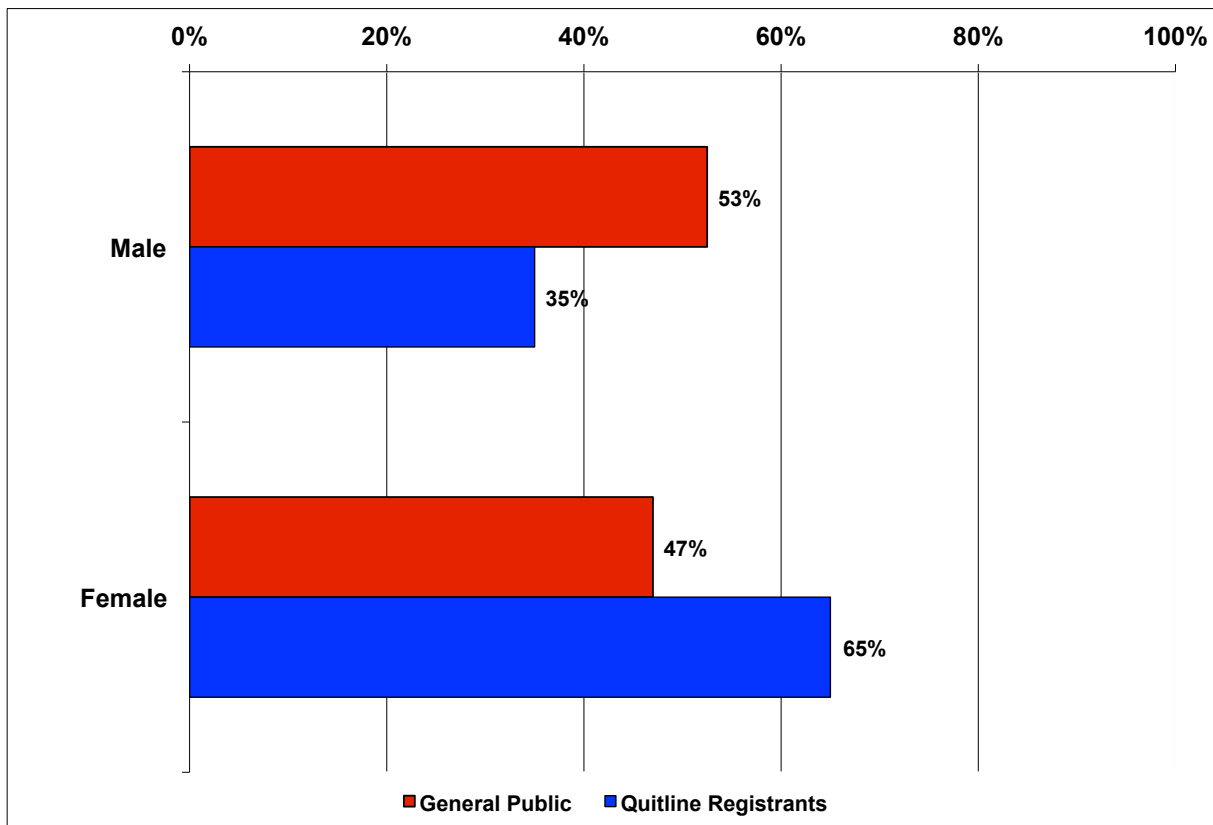
	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Never attended/Only kindergarten	0%	0%
Grades 1-8	2%	6%
Grades 9-11	7%	12%
HS graduate/GED	41%	35%
Some College	19%	23%
Associates	10%	13%
BA, BS	14%	6%
Beyond College Degree	7%	4%
Don't know/Refused	0%	1%
Total	100%	100%





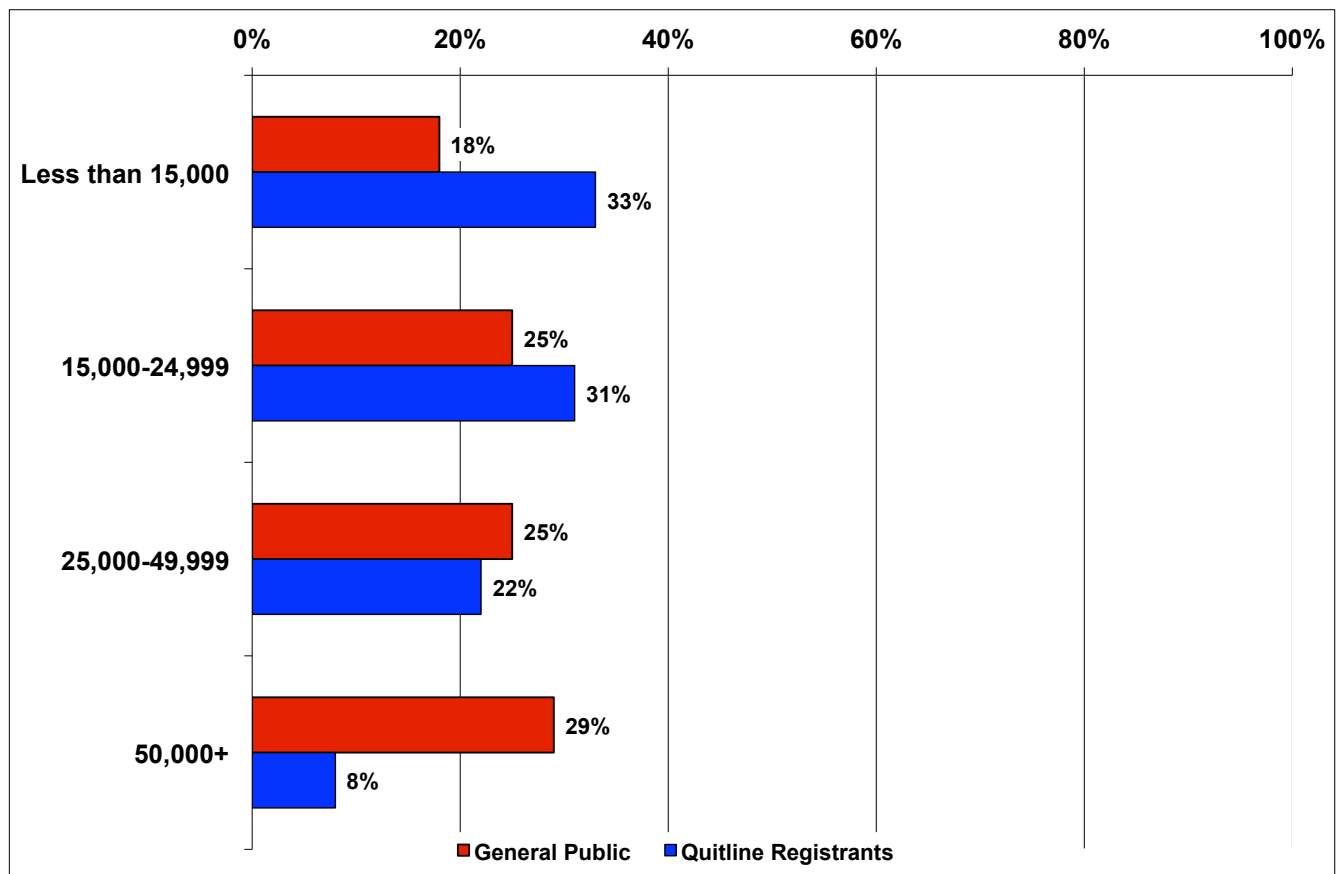
***What is your gender?***

	n = 400	n = 509
Response	General Public Percent	Quitline Registrants Percent
Male	53%	35%
Female	47%	65%
Total	100%	100%



## Annual Household Income

	n = 400	n = 509
	General Public	Quitline Registrants
Response	Percent	Percent
Less than 15,000	18%	33%
15,000-24,999	25%	31%
25,000-49,999	25%	22%
50,000+	29%	8%
Don't know/Refused	3%	6%
Total	100%	100%





INSTITUTE OF GOVERNMENT | UNIVERSITY OF ARKANSAS AT LITTLE ROCK  
2801 South University Avenue | Ross Hall 6<sup>th</sup> Floor | Little Rock, Arkansas 72204-1099  
(O) 501.569.8572 | (F) 501.569.8514 | <http://www.ualr.edu/iog/>

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